

Google Workspace with  Gemini

Prompting guide 101

A quick-start handbook
for effective prompts

October 2024 edition



Writing effective prompts

From the very beginning, Google Workspace was built to allow you to collaborate in real time with other people. Now, you can also collaborate with AI using Google Workspace with Gemini to help boost your productivity and creativity without sacrificing privacy or security. The embedded generative AI-powered features can help you write, organize information, create images, accelerate workflows, have richer meetings, and much more, all while using your favorite apps like Gmail, Google Docs, Google Drive, Google Sheets, Google Meet, Google Slides, and the Gemini app (the standalone chat experience available at gemini.google.com with enterprise-grade security). The Gemini app is accessible right where you are doing your work — with access to your personal knowledge base in Drive, Docs, Gmail, and more — so you can enhance and create powerful workflows across the Workspace apps with less tab switching and interruption.

This guide provides you with the foundational skills to write effective prompts when using Google Workspace with Gemini. You can think of a prompt as a conversation starter with your AI-powered assistant. You might write several prompts as the conversation progresses. While the possibilities are virtually endless, you can put consistent best practices to work today.

The four main areas to consider when writing an effective prompt are:

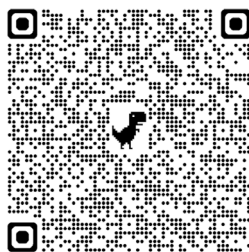
- Persona
- Task
- Context
- Format

Here is an example of a prompt using all four areas that could work well in Gmail and Google Docs:

You are a program manager in [industry]. Draft an executive summary email to [persona] based on [details about relevant program docs]. Limit to bullet points.

You don't need to use all four in every prompt, but using a few will help! Always remember to include a verb or command as part of your task; this is the most important component of a prompt.

**Contact sales to get started
with Google Workspace with
Gemini today.**



Here are quick tips to get you started with Google Workspace with Gemini:

1. **Use natural language.** Write as if you're speaking to another person. Express complete thoughts in full sentences.
2. **Be specific and iterate.** Tell the Gemini app what you need it to do (summarize, write, change the tone, create). Provide as much context as possible.
3. **Be concise and avoid complexity.** State your request in brief — but specific — language. Avoid jargon.
4. **Make it a conversation.** Fine-tune your prompts if the results don't meet your expectations or if you believe there's room for improvement. Use follow-up prompts and an iterative process of review and refinement to yield better results.
5. **Use your documents.** Personalize the Gemini app's output with information from your own files in Google Drive.
6. **Make the Gemini app your prompt editor.** When using the Gemini app, start your prompts with: "Make this a power prompt: [original prompt text here]." The Gemini app will make suggestions on how to improve your prompt. Ensure it says what you need, and then paste it back into the Gemini app to get an output.

Prompting is a skill we can all learn. You don't have to be a prompt engineer to use generative AI. However, you will likely need to try a few different approaches for your prompt if you don't get your desired outcome the first time. Based on what we've learned from our users so far, the most fruitful prompts average around 21 words with relevant context, yet the prompts people try are usually less than nine words.

Generative AI and all of its possibilities are exciting, but it's still new. Even though our models are getting better every day, prompts can sometimes have unpredictable responses.

Before putting an output into action, review it to ensure clarity, relevance, and accuracy. And of course, keep the most important thing in mind: Generative AI is meant to help humans but the final output is yours.

The example prompts in this guide are meant for illustrative purposes.

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Introduction

Google Workspace with Gemini: Prompting 101

Google Workspace with Gemini is your AI-powered assistant integrated into the apps you use every day — Gmail, Google Docs, Google Sheets, Google Meet, Google Slides, and the Gemini app (the standalone chat experience available at gemini.google.com with enterprise-grade security). This means the apps you know and use will work together smoothly so you can collaborate with Gemini right where you are. You can have fewer interruptions to your focus and workflow, helping you complete tasks and do things you might not have initially known how to do.

You can access the features of Google Workspace with Gemini in multiple ways. Engaging with the Gemini app in the side panel of your Workspace apps allows you to create highly personalized generative AI outputs that are based on your own files and documents — even if they aren't Google Docs. You can generate personalized emails in seconds referencing your own Docs to pull in relevant context, generate Slides that are based on information directly from your own briefs or reports, and so much more.

Understanding what makes an effective prompt and learning to craft prompts on the fly can boost your productivity and creativity. Google Workspace with Gemini can help you:

- Improve your writing
- Organize data
- Create original images
- Summarize information and surface insights
- Have better meetings with automatic note taking
- Research unfamiliar topics easily
- Spot trends, synthesize information, and identify business opportunities

For 25 years, Google has built helpful, secure products that give users choice and control over their data. It's a bedrock principle for us. This was the case back when we first launched Gmail in 2004, and it remains true in the era of generative AI. This means your data is your data and does not belong to Google. Your data stays in your Workspace environment. Your privacy is protected. Your content is never used for targeting ads or to train or improve the Gemini app or any other generative AI models.

How to use this prompt guide

This guide introduces you to prompting in Google Workspace with Gemini. It includes strong prompt design examples to help you get started. Additionally, it covers scenarios for different personas, use cases, and potential prompts.

You will notice a variety of prompt styles. Some prompts have brackets, which indicate where you would fill in specific details or tag your own personal files by typing @file name. Other prompts are presented without variables highlighted to show you what a full prompt could look like. All of the prompts in this guide are meant to inspire you, but ultimately they will need to be customized to help you with your specific work.

To get started, use the role-specific suggested prompts as inspiration to help you unlock a new and powerful way of working.



Next, learn how you can get started with different features by visiting [**g.co/gemini/features**](https://g.co/gemini/features).

Administrative support

As an administrative support professional, you are responsible for keeping teams on track. You're required to stay organized and efficient — even under pressure — while juggling many priority tasks.

This section provides you with simple ways to integrate prompts in your daily tasks.



Getting started

First, review the general prompt-writing tips on page 2 and the Prompting 101 section at the beginning of this guide.

Each prompt below is presented with an accompanying scenario to serve as inspiration for how you can collaborate in Google Workspace with Gemini. The prompt iteration example shows how you could write follow-up prompts to build on the initial generated response.

Prompt iteration example

NEW Use case: Plan agendas (offsite, meetings, and more)

You're planning a three-day offsite meeting. To build an agenda, you brainstorm with the Gemini app. You type:

I am an executive administrator to a team director. Our newly formed team now consists of content marketers, digital marketers, and product marketers. We are gathering for the first time at a three-day offsite in Washington, DC. Plan activities for each day that include team bonding activities and time for deeper strategic work. Create a sample agenda for me. (The Gemini app) ✦

- Persona
- Task
- Context
- Format

◆ The Gemini app

I am an executive administrator to a team director. Our newly formed team now consists of content marketers, digital marketers, and product marketers. We are gathering for the first time at a three-day offsite in Washington, DC. Plan activities for each day that include team bonding activities and time for deeper strategic wor...

◆

Offsite Agenda: Newly Formed Marketing Team

Location: Washington, DC

Goal: Foster team bonding, align on strategic goals, and lay the groundwork for successful collaboration.

Day 1: Building Connections and Setting the Stage

• Morning:

◦ 9:00 - 9:30: Welcome and Introductions:

▪ Team Director welcomes the team and sets the tone for the offsite.

▪ Icebreaker activity to facilitate introductions and get people comfortable.

This is a helpful start to your planning. You need to generate specific ideas for the team bonding activities. You type:

Suggest three different icebreaker activities that encourage people to learn about their teammates' preferred working styles, strengths, and goals. Make sure the icebreaker ideas are engaging and can be completed by a group of 25 people in 30 minutes or less. (The Gemini app) ◆

- Persona
- Task
- Context
- Format

◆ The Gemini app

Suggest three different icebreaker activities that encourage people to learn about their teammates' preferred working styles, strengths, and goals. Make sure the icebreaker ideas are engaging and can be completed by a group of 25 people in 30 minutes or less.

◆

Here are three icebreaker activities that are interactive, engaging, and designed to help your newly formed marketing team learn about each other's preferred working styles, strengths, and goals:

1. "My Superhero Profile":

• Materials: Large sheets of paper, markers, and tape.

• Instructions:

◦ Each person receives a sheet of paper and creates a "superhero profile" of themselves.

◦ The profile includes:

▪ Superhero Name (related to their role or personality)

You are happy with the agenda as a starting point. You now want to reformat the Gemini app's response into a table. You type:

Organize this agenda in a table format. Include one of your suggested icebreakers for each day. (The Gemini app) ◆

8

✦ The Gemini app

Organize this agenda in a table format. Include one of your suggested icebreakers for each day.

Show drafts ▾ 🔊

✦ Offsite Agenda: Newly Formed Marketing Team

Location: Washington, DC

Day	Time	Activity	Notes	Icebreaker
Day 1: Building Connections & Setting the Stage	9:00 - 9:30 AM	Welcome and Introductions	Team Director sets the tone	
	9:30 - 10:30 AM	Team Building Activity	Interactive, collaborative	"My Superhero Profile"
	10:30 - 11:00 AM	Coffee Break		

You select **Export to Docs**. You open the newly created Doc. Now, you want to bring in detailed summaries for the strategy sessions using your existing files in Google Drive to provide more context for what will be discussed. You prompt Gemini in Docs and tag your relevant files by typing @file name.

Use @[2024 H2 Team Vision] to generate a summary for the opening remarks on Day 1 of this agenda.
(Gemini in Docs) ☰

Example use cases

Executive administrators and executive business partners

NEW Use case: Manage multiple email inboxes


After returning from vacation, you have many unread, unsorted emails. You prompt Gemini in the Gmail side panel. You type:

Summarize emails from [manager] from the last week. (Gemini in Gmail) 📧

The Gemini app returns short summaries of each message. To directly access a message, you click on **Sources** and see tiles that bring you to specific emails. You select the most important one. Once the email thread opens, you see that many messages were exchanged. You prompt Gemini in Gmail:

Summarize this email thread and list all action items and deadlines. (Gemini in Gmail) 📧

You owe a response to a question, which you believe is best answered by a document in your Drive. You prompt Gemini in the Gmail side panel. You type:

Generate a response to this email and use @[file name] to describe how the [initiative] can complement the workstream outlined in [colleague's name]'s message. (Gemini in Gmail) 

Gemini in Gmail returns a suggested email that pulls directly from your own Doc. After reading it over, you select the **Copy** icon in the side panel and paste it directly into your message.

NEW Use case: Plan business travel


Your manager has an upcoming meeting that is out of town. You are responsible for booking travel arrangements and creating a personalized itinerary. You need to research places to eat. You brainstorm with the Gemini app. You type:

I am an executive assistant. I need to create an itinerary for a two-day business trip in [location] during [dates]. My manager is staying at [hotel]. Suggest different options for breakfast and dinner within a 10-minute walk of the hotel, and find one entertainment option such as a movie theater, a local art show, or a popular tourist attraction. Put it in a table for me. (The Gemini app) ♦

You continue your conversation until you are happy with the itinerary. Before you make reservations, you want to share the draft with your manager. You select **Share & export** and select **Draft in Gmail**. Once the drafted email is created, you put the final touches on the message and send.

NEW Use case: Track travel and entertainment budget

You want to create a spreadsheet to keep track of all of the travel expenses incurred. You open a new Google Sheet and prompt Gemini in the Sheets side panel. You type:

Create a budget tracker for business travel. It should include columns for: date, expense type (meal, entertainment, transportation), vendor name, and a description. (Gemini in Sheets) 

The Gemini app returns a tracker that is now ready for you to enter data.

Communications

As a communications professional, you are responsible for ensuring your business is well understood by the public. You have to stay up to date with the trends, communicate clearly and effectively with many stakeholders, and build compelling narratives.

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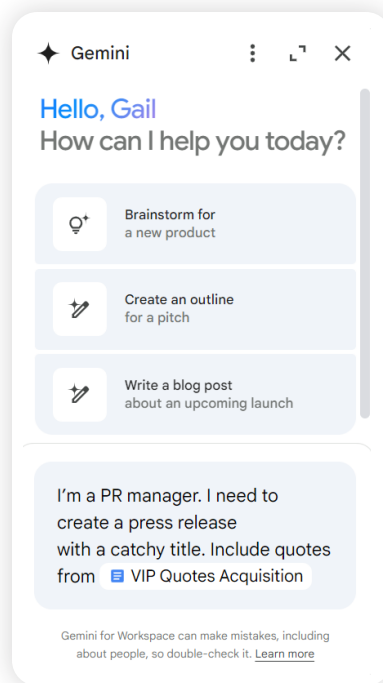
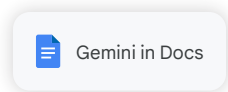
Prompt iteration example

NEW Use case: Create a press release

You are in charge of public relations at a company in the personal care industry. The company you work for has just acquired a smaller brand, and you need to craft a press release. You've completed interviews with your company's CEO, CFO, and the acquired company's CEO. You've stored all of the most important quotes in one Doc. You also have a Doc with all of the information about the acquired brand, its vision, how it got started, and stats. You open a new Doc and prompt Gemini in the Docs side panel and type @file name to reference your relevant files. You type:

I'm a PR manager. I need to create a press release with a catchy title. Include quotes from @VIP Quotes Acquisition]. (Gemini in Docs) 

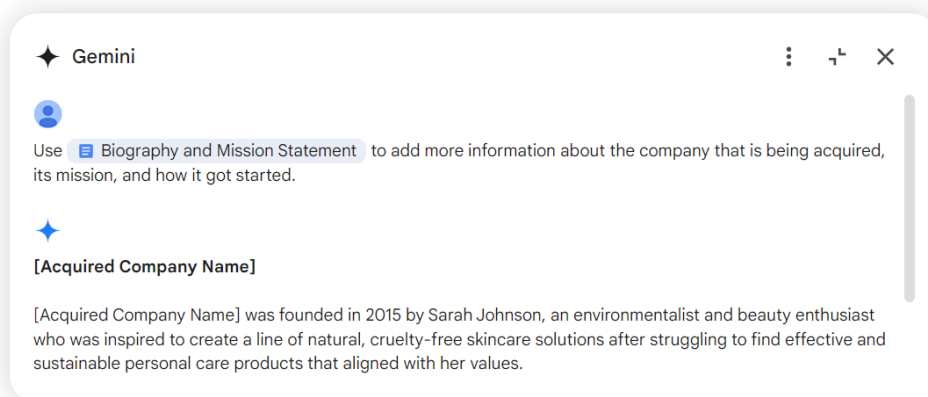
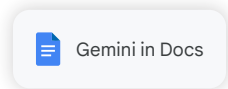
- Persona
- Task
- Context
- Format



[The Gemini app returns a response]

Now you have a starting place for the press release, but you want to include more details about the brand that is being acquired and its founder. This information is stored in your Drive in another file. In the press release Doc, you prompt Gemini in the Docs side panel. You type:

Use @[Biography and Mission Statement] to add more information about the company that is being acquired, its mission, and how it got started. (Gemini in Docs)




The generated paragraphs are a good starting place, so you select **Insert** to add them into your draft, and you begin making edits to the press release.

Example use cases


Analyst and public relations

NEW Use case: Prepare for analyst or press briefings

You need to create a brief to prepare a spokesperson for an upcoming meeting with analysts and the media for a new product launch. You open a new Doc and prompt Gemini in the Docs side panel. You type:

Generate a brief template to prepare [spokesperson] for an upcoming media and analyst briefing for @[Product Launch]. Include space for a synopsis, key messages, and supporting data. (Gemini in Docs) 

This gives you a starting point to pull in additional information from your files. You prompt Gemini in the Docs side panel and tag your relevant files by typing @file name. You type:

Craft a synopsis of the product launch in three main points using @[Product Launch - Notes]. (Gemini in Docs) 

You click **Insert** before repeating the process to fill out the rest of the briefing document. Next, you need to create a spreadsheet of media and analyst contacts. You open a new Google Sheet and prompt Gemini in the Sheets side panel. You type:

Organize my media and analyst contacts from @[Analyst and Journalist Contact Notes] for a new product briefing. I need to keep track of their names, type of contact (analyst or journalist), focus area, the name of the outlet, agency or firm that they work for, and a place where I can indicate the priority level of their attendance at this briefing (low, medium, high). (Gemini in Sheets) 

Gemini in Sheets returns a spreadsheet, and you can go through and indicate priority level for each contact. Next, you want to create a slideshow to use during the briefing. You open a new Google Slide and prompt Gemini in the Slides side panel. You tag relevant files by typing @file name in the prompt. You type:

Create a slide describing what [product] is from @[Product Launch - Notes]. Make sure it is short and easily understood by a broad audience. (Gemini in Slides) 


Gemini returns a Slide. You continue to build your presentation by using this method to generate additional Slides.

NEW Use case: Create mock interview questions to prepare spokespeople

Now, you need to prepare your company's spokesperson for interviews that will follow the briefing. To generate a list of mock interview questions, you decide to chat with the Gemini app. You type:

I am a [PR/AR] manager at [company name]. We just launched [product] and had a briefing where we discussed [key messages]. I am preparing [spokesperson and role/title] for interviews. Generate a list of mock interview questions to help [spokesperson] prepare. Include a mixture of easy and hard questions, with some asking about the basics of [product] and some asking about the long-term vision of [product]. (The Gemini app) ♦

Gemini returns a list of questions that can help you prepare your company's spokesperson. You refine the suggested questions by continuing the conversation with Gemini. Then you select **Share & export** and **Export to Docs**. You open the newly created Doc, prompt Gemini in the Docs side panel, and tag relevant files by typing @file name. You type:


Use @[Product Launch Notes] to write suggested answers for these questions. Write the talking points as if you are [title of spokesperson] at [company]. (Gemini in Docs) 

Gemini in Docs returns suggested talking points, and you select **Insert** to add them into your draft. Now you're ready to continue tweaking the interview prep for your spokesperson.

Communications manager

NEW Use case: Craft internal communications

Your company has redesigned its intranet to be more user friendly. You're in charge of internal communications for the launch. You want help drafting this message. You open a new Google Doc and prompt Gemini in the Docs side panel. You type:

I need to draft a company-wide memo unveiling our relaunched intranet. The [new page] addresses [common feedback we heard from employees] and aims to create a more user friendly experience. Draft an upbeat memo announcing [the new site] using @[Intranet Launch Plan Notes]. (Gemini in Docs) 

Gemini in Docs returns a drafted memo. You refine and edit the text to be exactly as you need it.

Customer service

As a customer service professional, you strive to deliver service that's effortlessly efficient, consistently delightful, and powered by a proactive, helpful team. This section provides you with simple ways to integrate prompts in your daily tasks.



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Prompt iteration example

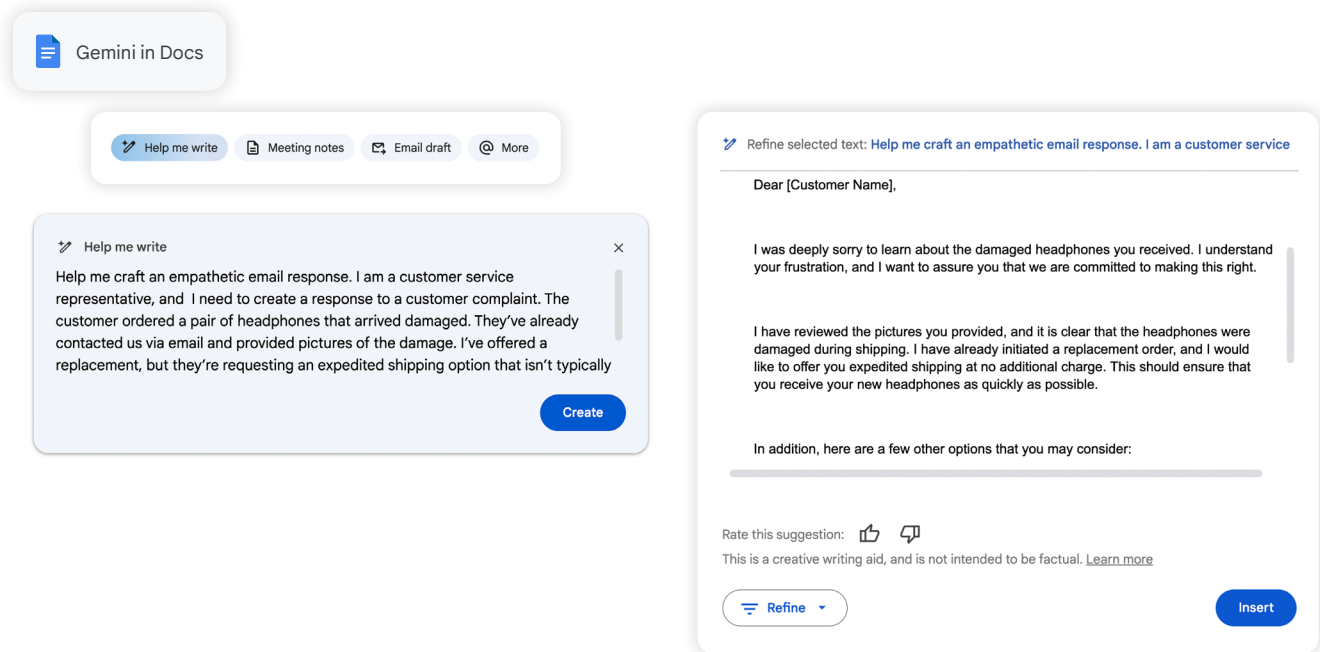
Use case: Draft customer communications

You're a customer service representative, and you're responsible for responding directly to customer inquiries and concerns. You just received an email from a customer who received damaged goods. You open a new Google Doc and click on **Help me write** to prompt Gemini in Docs. Type the following:

Help me craft an empathetic email response. I am a customer service representative, and I need to create a response to a customer complaint. The customer ordered a pair of headphones that arrived damaged. They've already contacted us via email and provided pictures of the damage. I've offered a replacement, but they're requesting an expedited shipping option that isn't typically included with their order. Include a paragraph that acknowledges their frustration and three bullet points with potential resolutions. (Gemini in Docs) 

- **Persona**
- **Task**
- **Context**
- **Format**

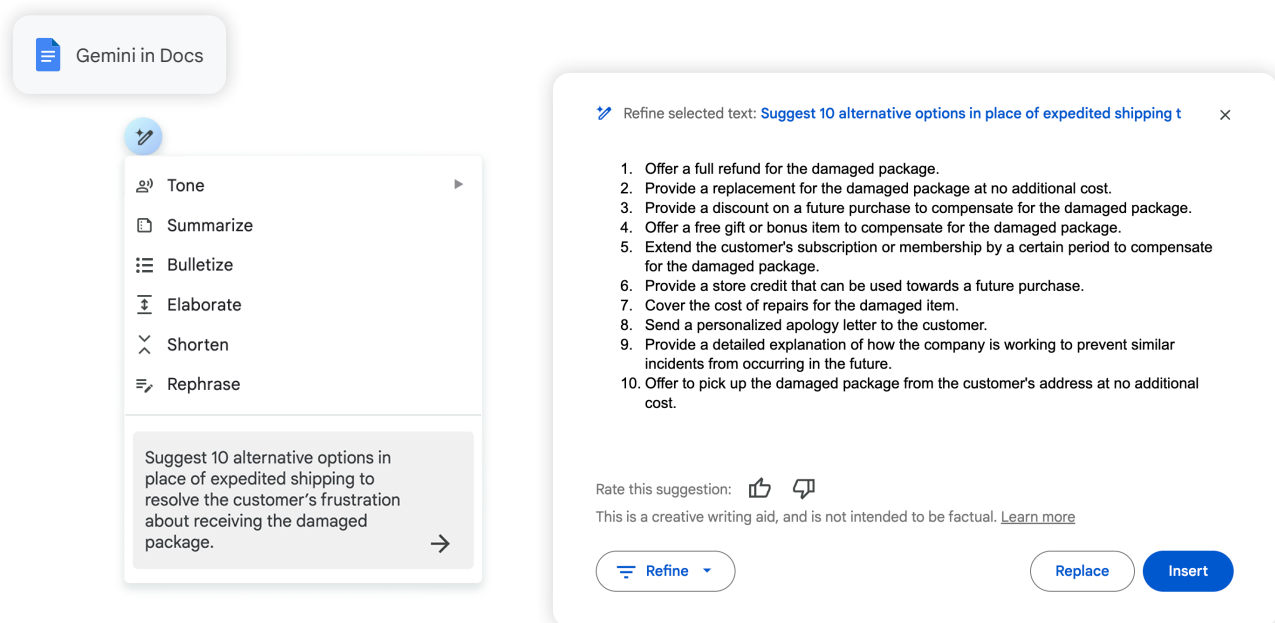
Gemini in Docs: [Drafts email copy]



You like the email that Gemini in Docs created so you select **Insert**. But you want to brainstorm ways to resolve the issue without offering expedited shipping. You prompt by selecting **Help me write**. You type:

Suggest 10 alternative options in place of expedited shipping to resolve the customer's frustration about receiving the damaged package. (Gemini in Docs)

Gemini in Docs: [List of alternative solutions]




These 10 suggestions are helpful. You click **Insert** to add the text into your draft.

Example use cases


Customer Service Manager or Representative

NEW Use case: Respond to complex customer issues using FAQ documents

A customer has reached out with a multi-part, complex question. You need to find and use information that is spread across multiple documents in order to respond accurately. You prompt Gemini in the Drive side panel. You type:


Summarize information about [product name] including the product's specific [return policy], [ingredients], and [certifications]. (Gemini in Drive) 

Gemini returns a summary and links to relevant files, which you can directly click into from the side panel. You read the information before returning to your email to generate a response to the customer. You open the message and prompt Gemini in the Gmail side panel and tag relevant files by typing @file name. You type:


Generate a response to the customer question about our [return policy] and [product certifications] based on @[Customer FAQ Document]. Use a helpful and professional tone. (Gemini in Gmail) 

Use case: Standardize communication frameworks

You're a customer service team manager. You need to create scalable resources to standardize your team's communications. You open a new Google Doc. You brainstorm by prompting Gemini in the Docs side panel. You type:

Draft templates for three different types of customer communication. Create templates for apology emails, order confirmation messages, and thank you notes for loyal customers. Keep each template to one paragraph and use a friendly tone. (Gemini in Docs) 

The suggested templates offer a starting point for you to begin editing and personalizing with elements consistent with your company's brand and policies. Now you want to outline your team's communication best practices for onboarding. You open a new Doc and prompt Gemini in Docs. You type:


Craft a list of customer communication best practices that can be used to train new team members. Outline three sections, including how to handle happy customer inquiries, neutral customer inquiries, and dissatisfied customer inquiries. (Gemini in Docs) 

You also want to support the team with standardized language that they can use when interacting with customers on phone calls. You prompt the Gemini app:


I am a [customer service manager]. I am trying to create standardized language that the team can use when interacting with customers on phone calls. Generate templates for common call openings, greetings, and closures for a customer service representative at a retail store. These templates should allow for personalization with customer details. The goal is to ensure consistency and professionalism while allowing for differentiation with specific customer information. (The Gemini app) ♦

Use case: Improve customer service

You've noticed an uptick in customer complaints. You need to collaborate across departments to address recurring issues. You prompt Gemini in Gmail. You type:

Draft an email to my colleagues proposing a meeting to discuss customer experience improvement initiatives. Request that marketing, sales, and product stakeholders meet in the next week to get a clear sense of roles and responsibilities. (Gemini in Gmail) 

You edit the email and send it to your colleagues. Now you want to create a spreadsheet that you can use to track progress on this cross-departmental initiative. You open a Google Sheet and prompt Gemini in the Sheets side panel. You type:

Create a table to track the progress and impact of different customer experience improvement tactics using relevant metrics, including support ticket volume and priority level (high, medium, low). (Gemini in Sheets) 

Customer Support Specialist


NEW Use case: Analyze customer feedback

You have a spreadsheet that tracks customer feedback. You want to analyze it and brainstorm potential reasons for the trends. You chat with the Gemini app. You upload the file and type:


I am a customer support specialist. Using the attached spreadsheet, identify trends and patterns in our [customer feedback] by [category] over [time period]. Identify areas where [customer outreach] has increased significantly and investigate potential reasons. (The Gemini app) ♦

Use case: Enable customer self-service


Customer feedback has consistently said your return policy guidelines are unclear. You open a Doc that states the return, refund, and store credit policies. You prompt Gemini in Docs by selecting **Help me write**. You type:

Summarize this content to write a clear and concise product return policy and outline 5 steps for customers to take in sequential order. (Gemini Docs) 

You like how simple the steps are. You repeat the process for your refund policy and store credit policy. Now, you want to use the newly simplified content to create a blog post for customers. Using your Google Doc with the newly written guidance, you prompt Gemini in Google Docs. You type:


Take this content and turn it into a short blog with the title “Resolve Common Issues Without Agent Assistance.” Have separate sections for our return policy, our refund policy, and our store credit policy. (Gemini in Docs) 

Now you want to create an email template that the team can use when they receive customer questions around these three areas. You open a new Google Doc and prompt Gemini in Docs using **Help me write**. You type:


Draft an email template to a customer that highlights self-service resources referencing [blog link] for [support issues]. Thank the customer for their business and assure them of our commitment to meeting their needs. (Gemini in Docs) 

Use case: Conduct voice of the customer research

You want to email a dissatisfied customer to attempt to make things right. You open an email that includes a customer complaint. You prompt Gemini in Gmail by selecting **Help me write**. You type:

Request a follow-up conversation on [date] at [time] with this customer who provided negative feedback to understand their concern and offer resolutions. Include example solutions. (Gemini in Gmail) 

The drafted response is a nice start, but you want to refine the language. You iterate by prompting Gemini in Gmail using **Refine** and **Elaborate**. Next, you want to create a short survey that you can send after each follow-up customer call. You open a new Google Doc and prompt Gemini in Docs. You type:

Create five different questions to customers who have just spoken to an agent on the phone. Questions should gauge how effective the call was, if the customer’s concern was addressed, and if they would recommend our business to others. (Gemini in Docs) 

Executives

As an executive, your time is incredibly constrained. Every decision you make can impact growth, innovation, and the trajectory of your business. Understanding your market and making informed, strategic decisions is paramount, and so is getting urgent tasks done while you're on the go.

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Prompt iteration example

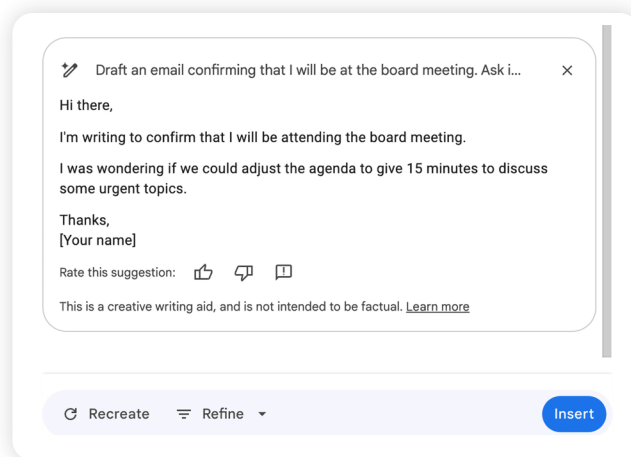
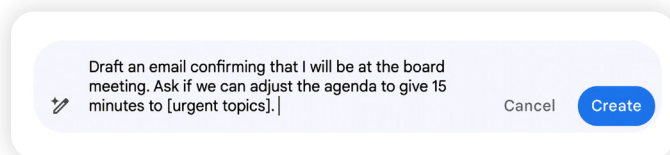
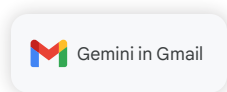
Use case: Communicate on the go

You are an executive about to board a long flight, and you just received an invitation for the next board meeting with an agenda. You have a couple of comments, and you want to propose adding a few topics to the agenda. You open Gmail, and you prompt Gemini in Gmail. You type:

Draft an email confirming that I will be at the board meeting. Ask if we can adjust the agenda to give 15 minutes to [urgent topics]. (Gemini in Gmail) 

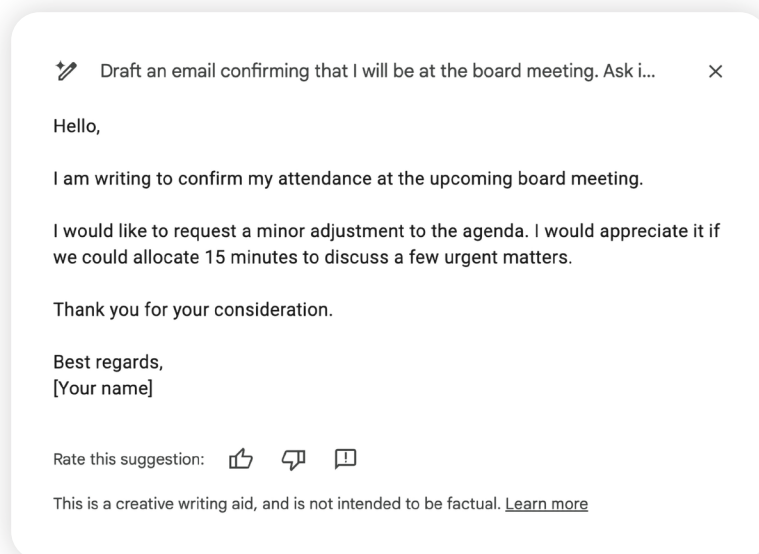
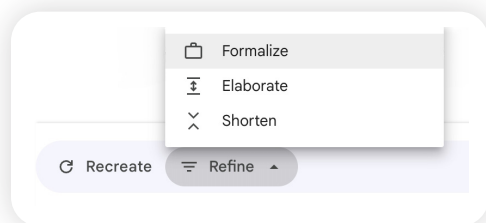
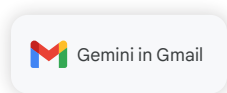
• Persona • Task • Context • Format

Gemini in Gmail: [Drafts an email]



The email looks good, but you want to make sure the tone is as formal as possible. You select **Refine** and **Formalize**.

Gemini in Gmail: [Formalizes tone]



You read the email and select **Insert**. Before sending it, you make a light edit to thank the team for keeping you on track while traveling.

Example use cases

Chief Executive Officer

NEW Use case: Enhance personal productivity and time management

You have important email threads that have numerous responses. You need to quickly catch up. You open the message in Gmail and read the automatically generated summary from Gemini in the Gmail side panel. To respond, you prompt Gemini in the Gmail side panel and tag relevant files by typing @file name. You type:

Generate a response to [person] about [topic]. Include details on [deliverable] and [timeline] using @[Project A Status Report]. (Gemini in Gmail) 

NEW Use case: Create outlines of presentations in seconds


Your team will pull together a presentation for you, and you want to provide an outline to get them started. You want to generate an outline using the Gemini app. You select the microphone icon and use your voice to prompt. You say:

I'm the CEO giving a presentation to [audience] at [event], and I want to create a detailed outline for my team to get started. I want to include a few important topics, including [areas of focus] and how our company is innovating with [company initiatives]. I'm envisioning time for a customer Q&A to end the presentation. Include suggested questions we could ask of a customer from the [industry] industry about how they are using our [product] to achieve [business outcome]. (The Gemini app) ✦

Chief Operating Officer

Use case: Prepare challenging employee communications

You're hosting a quarterly town hall meeting with the entire company. You want to write uplifting remarks to open the meeting. You open a new Doc and prompt Gemini in the Docs side panel. You type:


Write two uplifting paragraphs for employees who have just finished a challenging quarter. Acknowledge [difficulties] and emphasize [positives] for the upcoming quarter. Use a tone that is motivating, optimistic, and fosters a sense of unity and collaboration. (Gemini in Docs) 

You want to brainstorm and practice how you will respond empathetically to potentially tough questions. You go to the Gemini app and type:

I'm the COO of a mid-sized company. I am hosting a quarterly town hall meeting with the entire company. I want to brainstorm and practice how I will respond to potentially tough questions. Help me write challenging questions that employees may ask at the upcoming town hall about [URL of company announcement]. Generate potential answers for each question that use a confident but firm tone. The responses should acknowledge the concern and let the employees know that we are striving to do our best for the entire company. (The Gemini app) ✦

Use case: Streamline responses on the go

Your plans have changed, and you can't attend a meeting. You need to provide the team with answers on a few key items. You open Gmail and use a voice command to prompt Gemini in Gmail. You say:

Draft an email to [project lead] letting them know I will not be in the meeting due to an urgent matter. Ask them to take detailed notes and to ensure the team arrives at a decision on [key topic] in addition to assigning ownership of the postmortem report to [colleague]. (Gemini in Gmail) 


Chief Marketing Officer

NEW Use case: Perform market research and campaign planning

You're starting annual planning. You want to conduct research on your target audience. You chat with the Gemini app. You type:


I'm a marketing leader conducting analysis in preparation for next year's [launch]. Define my target audiences [audiences], for my new line of [product]. Include interests, relevant marketing channels, and top trends that drive their consideration and purchase behavior. (The Gemini app) ✦

Next, you export your findings to a Doc by selecting **Share & export** and **Export to Docs**. Now, you want to pull in relevant data from your own files by typing @file name. You prompt Gemini in the Docs side panel. You type:

Brainstorm value props for my [target audiences] based on features from @[Product Requirements Document]. Include a section on campaign learnings from @[Campaign Performance]. (Gemini in Docs) 

Use case: Brainstorm content and thought leadership

You finished a meeting with your social media team leads. You took notes in a Doc about what resonates with your audience, trending topics, target audience data, and keywords that are effective in driving engagement with your brand. You want to brainstorm potential thought leadership pieces using these insights. You prompt Gemini in the Docs side panel. You type:

Generate a list of four relevant and engaging thought leadership blog post ideas for [company] based on trending topics, target audience analysis, and brand keywords. (Gemini in Docs) 

During the same conversation, the team discussed launching a new brand campaign. You know that your customers value your reliable and unique services, and your company has a long history of delivering for customers. You need help getting started with ideas on a new campaign tagline. You open a new Google Doc and select **Help me write**. You type:

Generate three options for a new slogan emphasizing reliability, innovation, and a long history of popularity for [company]. (Gemini in Docs) 

The slogans help you get started with the creative process. You have upcoming events that could be the perfect place to test elements of a new campaign. You want to mock up ideas for booth graphics for your events team. You open a new presentation in Google Slides and select **Create image with Gemini**. You type:

Create an image of a trade show booth using orange and blue colors. The booth should be modern and showcase interactive computer stations. (Gemini in Slides) 

Use case: Conduct competitive analysis

Your team is considering expanding into a new line of business. To research, you go to the Gemini app, and you type:

I am a CMO conducting a competitive analysis. My company is considering expanding into [a new line of business]. Generate a list of the top five competitors in the [industry] industry and include their pricing, strengths, weaknesses, and target audience. (The Gemini app) ♦

After going deeper in your research, you decide to create a five-year strategy to see what this could look like for the company. You type:

Okay, I am going to try to convince my CEO that we should expand into [line of business]. Draft a concise, competitive strategy outline for the next five years for the [industry] industry across North America markets with potential goals, strategies, and tactics. (The Gemini app) ♦

After iterating to generate an appropriate outline, you fill in additional details and thoughts to make the document your own.

Chief Technology Officer

Use case: Summarize emerging technology trends

You need to catch up on emerging technology trends as the landscape is shifting quickly. You open the Gemini app, and you type:

I am the CTO of [company] in [industry]. I want to understand emerging technology trends. Summarize the top five emerging technologies with the most significant potential impact on [industry]. For each technology, list its potential benefits and challenges, and suggest how it could impact [company] in the next two to three years. (The Gemini app) ✦

You want to dig deeper on specific topics, so you continue the conversation by typing:

Recommend three areas where [my company] can take proactive steps to stay ahead of the curve on [specific areas]. (The Gemini app) ✦


Chief Information Officer

NEW Use case: Communicate technical topics to non-technical audiences

You're making the case to digitally transform your company by adopting generative AI solutions. You need to present to the CEO and other leadership. You want help in communicating technical topics to non-technical audiences. You chat with the Gemini app. You type:

I am the CIO at [company], and I am trying to build the case to [adopt generative AI solutions]. I need to explain the technical concept of generative AI to a non-technical audience (the CEO and board). Help me write talking points that will help me convey what generative AI is, ways it could help us digitally transform, and why it's important to our growth as a company. Include details about how it could potentially refocus our technical talent on more strategic work, help enhance our workforce's productivity, and help us better serve our global workforce and customers. (The Gemini app) ✦

Gemini provides suggested ways to discuss the topic. You continue your brainstorm and then export your conversation by clicking **Share & export** and **Export to Docs**. Then, to build a presentation, you open a new Google Slide and prompt Gemini in the Slides side panel and tag relevant files by typing @file name. You type:

I need to build a presentation to explain a technical topic to a non-technical audience. Generate an [introduction slide] that [describes what generative AI is] using @[Gen AI Explanation Notes]. (Gemini in Slides) 

You continue to use the same prompt, adjusting the topic to generate more slides for your presentation based on your notes.


NEW Use case: Research vendor products, services, and features

You're working on a report to make a vendor recommendation. You visit the Gemini app and type:

I am the CIO at [company]. We are currently evaluating vendor options to [replatform our intranet]. Right now, we use [vendor], but we are looking to switch because [we are unhappy with limited functionality and account support]. Suggest additional vendor options to consider and include descriptions of their product and services and key features. (The Gemini app) ✦

Use case: Develop technical summaries


Your team just provided a lengthy technical report. You need to summarize it for your CEO. You open the Google Doc with the full report, and you prompt Gemini in the Docs side panel. You type:

Summarize the key findings and implications of this report for [audience]. Focus on the main [vulnerabilities] identified and the recommended actions to address them. Use a formal tone.
(Gemini in Docs) 

You make light edits to the summary and include it as an executive summary.

Use case: Track IT assets


Your company needs a quick way to track software access for new hires. You open a new Google Sheet and prompt Gemini in the Sheets side panel. You type:

Create a tracker of software licenses for employees and include columns for license types, usage rights, and renewal dates. (Gemini in Sheets) 


Chief Human Resources Officer

Use case: Demonstrate employee appreciation

You want to set up a new program to help everyone feel included, appreciated, and acknowledged across the organization. To brainstorm, you open a new Google Doc and prompt Gemini in the Docs side panel. You type:


Brainstorm 10 employee appreciation ideas based on diverse employee interests such as cooking, gardening, sports, reading, and traveling. (Gemini in Docs) 

Gemini in Docs kick-starts your creativity, and now you have ideas for employee interest clubs and events. You also want to ensure your leadership team is regularly encouraging managers to recognize talent on their teams, so you create email templates they can use as inspiration. You prompt Gemini in Docs by selecting **Help me write**, and you type:

Draft an email template that thanks [employee] for their hard work and [recent accomplishments]. Offer them an extra perk for their dedication, such as [a coffee gift card]. Use an upbeat and professional tone. (Gemini in Docs) 

Use case: Assess employee satisfaction

You want to draft an anonymous survey that allows people to openly and honestly assess how they are feeling. To draft questions, you open a new Google Doc and prompt Gemini in the Docs side panel. You type:

Draft an anonymous employee satisfaction survey with questions and answer options that touch upon key areas like workload, work-life balance, compensation, and career growth opportunities. Ensure the questions are clear, concise, and avoid leading answers. (Gemini in Docs) 

You received feedback from 15 senior leaders, and you've gathered all of the anonymous results in a Doc. You want to create a summary that you can use in your next call. You prompt Gemini in the Docs side panel. You type:

Summarize the results of the employee feedback to identify key themes. (Gemini in Docs) 

Frontline management

As a frontline worker manager, your team's work is indispensable to your organization — your team may not primarily complete its day's work on a computer, but communication and collaboration remains key.

This section provides you with simple ways to integrate prompts in your daily tasks.



Getting started


First, review the general prompt-writing tips on page 2 and the Prompting 101 section at the beginning of this guide.

Each prompt below is presented with an accompanying scenario to serve as inspiration for how you can collaborate in Google Workspace with Gemini. The prompt iteration example shows how you could write follow-up prompts to build on the initial generated response.

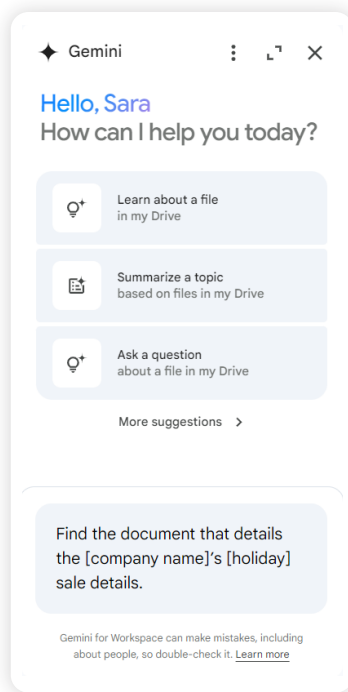
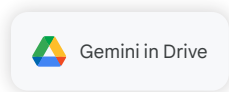
Prompt iteration example

NEW Use case: Find accurate information quickly


A customer just approached you with a question about an ongoing sale. You could use help navigating the numerous files you have access to so that you find the right information quickly. You prompt Gemini in the Drive side panel. You type:

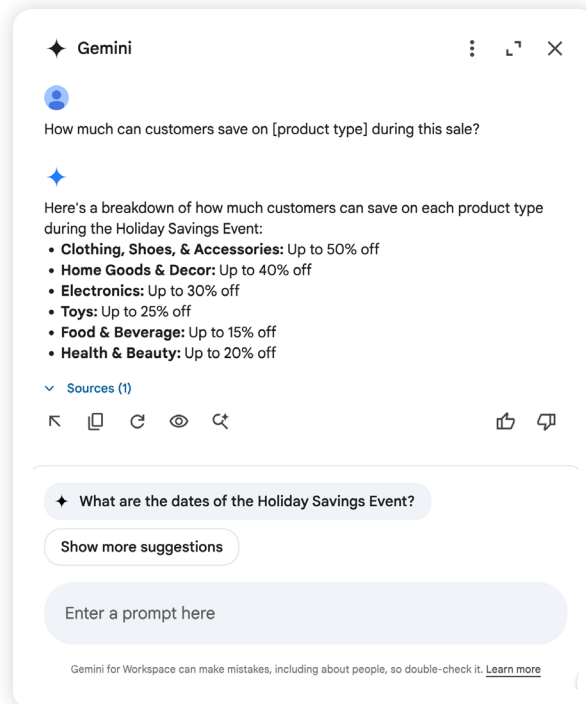
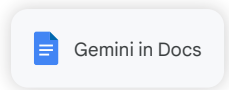
Find the document that details the [company name]'s [holiday] sale details. (Gemini in Drive) 

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Gemini in Drive returns suggested relevant files. From the side panel, you can directly summarize the files or you can click into a specific document. You open a suggested Doc to help answer the question. You prompt Gemini in the Docs side panel. You type:

How much can customers save on [product type] during this sale? (Gemini in Docs) 



Gemini returns a response, which helps you answer your customer's question in a timely manner.

Example use cases


Retail associate

NEW Use case: Improve team collaboration by finding and sharing information easily

Your store recently updated its return and exchange policies. To find the information, you prompt Gemini in the Drive side panel. You type:

Find the document that discusses our new return and exchange policies. (Gemini in Drive) 


Gemini returns suggested files that are related to the new policies. You directly click into the relevant file. Now, you want to send an email summarizing the document for your colleagues' future reference. You open your email and prompt Gemini in the Gmail side panel. You type:

Write an email to my new colleagues summarizing @[Updated Return and Exchange Policy H2 2024]. (Gemini in Gmail) 


You select **Insert** and further personalize the message before sending it.

NEW Use case: Streamline task management

You have a list of opening and closing duties that you must perform depending on what shift you are working. You want to keep yourself organized, so you create a tracker using the duties listed in your onboarding Doc. You open a new Google Sheet and prompt Gemini in the Sheets side panel and tag relevant files by typing @file name. You type:

I am a retail manager and I need to create a checklist for my opening and closing duties. Create a template with columns for [opening and closing duties] from @[Onboarding New Hire Information]. (Gemini in Sheets) 

Gemini creates a spreadsheet. As you go through your day, you mark different tasks as complete. You have to leave your shift early, but you first need to communicate to the rest of the team what still needs to be done. You open your Gmail and prompt Gemini in the Gmail side panel and tag the spreadsheet you just created. You type:

Write an email to the team telling them what still needs to be done from the AM shift from @[Opening and Closing Duties Tracker]. (Gemini in Gmail) 

Warehouse worker


NEW Use case: Manage inventory

A customer wants to place a bulk order. You need to check the store's inventory to see if you have enough to fulfill it. You open your inventory spreadsheet that tracks this information and prompt Gemini in the Sheets side panel. You type:


How many [units] of [product] do we have left in our inventory? (Gemini in Sheets) 

NEW Use case: Manage audits

Your warehouse is undergoing an inventory audit, and you're in charge of verifying any numbers that are misaligned between your inventory tracker product total and what was counted during the audit. You prompt Gemini in the Sheets side panel. You type:

Create a formula that helps me calculate the difference between two columns. Which items have a discrepancy in [the total number counted] versus [the quantity on hand]? (Gemini in Sheets) 

You verify Gemini's response that there are only a few items whose count did not align to your inventory tracker's total. You need to write a message to your supervisor telling them that you're looking into the issue. You open your Gmail and prompt Gemini in the Gmail side panel. You type:

I'm a warehouse worker managing an audit. Write a message to my supervisor to let them know that I am looking into the products whose counts are incorrect. (Gemini in Gmail) 

The drafted email looks good to go, so you hit send after reviewing.

Human resources

As an HR professional, you're the backbone of your organization, and you deal with a large volume of confidential and sensitive information. You shape company culture, find and nurture talent, and ensure a positive employee experience. These are no small feats.

This section provides you with simple ways to integrate prompts in your day-to-day tasks.



Getting started


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Prompt iteration example

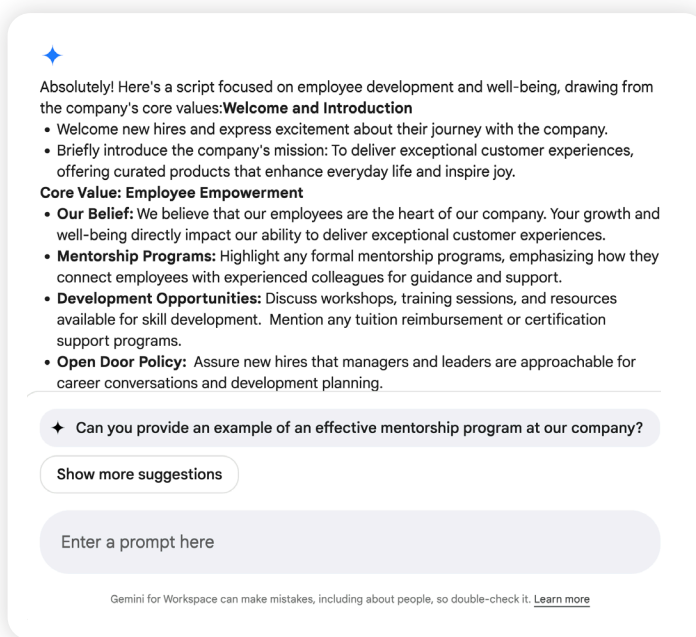
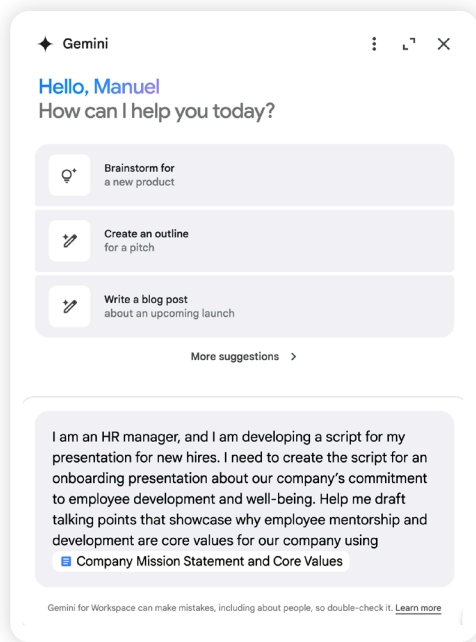
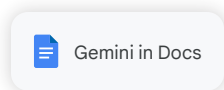
Use case: Welcome new employees

You're an HR manager working on a presentation script. You have a Google Doc full of notes, bullet points, and topics that you would like to cover. You begin by opening your Google Doc with notes, and you prompt Gemini in Docs.

I am an HR manager, and I am developing a script for my presentation for new hires. I need to create the script for an onboarding presentation about our company's commitment to employee development and well-being. Help me draft talking points that showcase why employee mentorship and development are core values for our company using @[Mission Statement and Core Values]. (Gemini in Docs) 

• Persona • Task • Context • Format

Gemini in Docs: [Drafts talking points]



You select **Insert**. Now, you want to add more targeted talking points. You type:

Add four talking points for a new section of the presentation script that explains how we support our employees' development. Mention our training and certification programs and mentorship opportunities using @[Learning and Development Paths], and write a strong closing statement about our expectation that everyone contributes to a respectful and welcoming workplace. Use a professional tone.

(Gemini in Docs)

Gemini in Docs: [Adds talking points]

You add in more details and then you're ready to create a draft of the Google Slides that will accompany your talking points.

Example use cases

Recruiter

NEW Use case: Report on recruitment metrics

The business is growing, and you have a large hiring effort underway. You want to see a holistic view of how your hiring efforts are going. You open your Google Sheet and prompt Gemini in the Sheets side panel. You type:

Help me create a formula to calculate the total total number of [hires] by [department].

(Gemini in Sheets)


You continue your conversation by prompting additional questions. You type:

In what month did we hire the most people? (Gemini in Sheets) 


You continue with your line of questions until you feel ready to write your report.

Use case: Manage the recruiting process

You want to brainstorm potential ways the company can better manage the recruiting process. You open the team's Google Doc with recruiting strategies. You prompt Gemini in the Docs side panel. You type:

Create a list of strategies our recruiters can use to improve our existing recruiting process and identify potential job candidates. (Gemini in Docs) 

After creating a short recommendation for leadership on how the team will improve existing recruiting processes, the team receives guidance for a job opening for a content marketing manager. You open a new Doc and prompt Gemini in Docs. You type:

I am opening a new job position on the marketing team. Write a compelling role description for a content marketing manager. Highlight key responsibilities [insert] and requirements, including B2B and B2C content creation, a minimum of five years experience, and a portfolio of writing examples.
(Gemini in Docs) 


Use case: Manage the interview process

You want to prepare questions for phone screen interviews. You decide to prepare by using the Gemini app. You upload the relevant file and type:


I am a recruiter, and I am preparing for candidate interviews. Using the job description in the file I'm uploading, write a list of 20 open-ended interview questions that I can use to screen candidates.
(The Gemini app) ✦

Use case: Communicate with candidates

The team has made its hiring decisions. You open the Google Doc with notes on each candidate. You prompt Gemini in Docs by selecting **Help me write**. You type:

I am writing an email to a job candidate who just finished the interview process. Create a template for an offer letter for the [selected candidate] for the [position] with a request to schedule a call to discuss benefits, compensation, and start date. (Gemini in Docs) 

Now, you want to generate personalized, empathetic email copy to send to the job candidates who will not receive an offer. You prompt Gemini in Docs by selecting **Help me write**. You type:

I am writing an email to job candidates who finished the interview process, but who were not selected. Help me write a rejection letter for [candidate] for the [position]. Use an empathetic tone.
(Gemini in Docs) 

HR Manager

NEW Use case: Conduct employee engagement and satisfaction surveys

You are in charge of building a survey that will go out to all employees. You want to brainstorm ideas on questions to ask. You visit the Gemini app and type:


I am an HR manager in charge of running our enterprise-wide survey at [company] to gauge employee engagement and satisfaction. Generate a list of questions I can use to build the survey.
(The Gemini app) ✦

Your company has completed its annual employee engagement and satisfaction survey. Now, you want to clean up the data before you analyze it. You go to the Gemini app, upload the relevant file, and type:

Help me clean my employee survey spreadsheet. Specifically, fill any blank values in the name column with "Anonymous," and if the region column shows Headquarters, replace that with HQ. Finally, remove any rows where the satisfaction column is blank. Please generate a new file for me with my cleaned data.
(The Gemini app) ✦


NEW Use case: Create individualized learning and development plans

You have all of your company's learning resources stored in your Google Drive. For each new hire, you want to create a tailored learning and development plan. To do this, you prompt Gemini in the Drive side panel. You type:

Create a personalized learning and development plan for a new hire who needs to learn about [topic]. Organize it by day and suggest relevant files. (Gemini in Drive) 

Use case: Onboard employees

The recruiters have just filled the company's two open roles. Now, you're in charge of ensuring the candidates have a smooth onboarding experience. You need help in structuring information for the new hires, so you open a Google Sheet and prompt Gemini in the Sheets side panel. You type:

Create a table that outlines a new employee's first-week schedule, including key meetings, training sessions, and introductions. Provide a column for key contacts and priority level (low, medium, high) for each activity. (Gemini in Sheets) 

Gemini in Sheets returns a formatted Google Sheet that you can now fill in with key contacts, meetings, and activities. The conditional formatting makes it easy for you to sort tasks by priority level with color-coded visual cues. Next, you need to create ways for the team to bond. You open a new Google Doc and prompt Gemini in the Docs side panel. You type:


Design a team-bonding activity, such as an office scavenger hunt, to have team members work together during their team meeting. (Gemini in Docs) 

Gemini in Docs provides suggestions that help you brainstorm about the scavenger hunt. You tweak the outputs and get the idea approved by the team lead. Now, you need to communicate with the new hires about their first day when they will meet the team. You open Gmail and prompt Gemini in Gmail by selecting **Help me write**. You type:


Draft an email to the new employees on the [team] to meet the rest of their team and explain the team-building purposes of the meeting. (Gemini in Gmail) 

Use case: Communicate key findings and draft follow-up surveys

Now that you've finished onboarding new employees, you need to focus on ensuring that the latest company research data is easily understood by leadership. You're committed to creating a welcoming environment for all employees where they can develop their skills. You open the Google Doc with the finalized report. You prompt Gemini in Docs by selecting **Help me write**. You type:

Draft an email to senior leadership that summarizes the key findings from our [report]. Include a short introductory paragraph with bullet points on the most important findings. (Gemini in Docs) 

Gemini in Docs returns a summary with bullet points. You edit it and then use it to email the leadership team. As a follow-up action, you want to understand how changes made to company policies impact the employee experience. You open Gemini in Docs to begin drafting a survey. You select **Help me write** and type:

Draft an anonymous employee survey with questions and answer options to monitor company progress on [topics]. (Gemini in Docs) 

Marketing

As a marketing professional, you're the creative force behind captivating campaigns, brand experiences, lead generation, and more. You understand the power of data-driven insights, compelling messaging, and connecting with your audience on a deeper level.

This section provides you with simple ways to integrate prompts in your day-to-day tasks. For chief marketing officer (CMO) use cases, visit the Executives section of the guide.



Getting started

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Prompt iteration example

Use case: Develop a visual identity

You own your own consulting business and are often hired to function as a brand manager for your clients. You help businesses in a variety of industries. Your customer is getting ready to launch a coffee shop and video game cafe, and you need to kick-start the creative process by developing a visual identity. You want to ideate and provide early thoughts to the rest of the team. You decide to chat with the Gemini app. You type:

Generate ideas for a creative and eye-catching logo for my new business, a coffee shop combined with a video game cafe. Generate a logo considering the following:

Dual Concept: The logo needs to clearly signal both the coffee and gaming aspects of the business without being too cluttered.

Target Audience: Appeal to a wide range of gamers (casual and enthusiast), as well as coffee lovers seeking a unique hangout spot.

Style Options: I'm open to these approaches — let's get a few examples in each of these three styles to compare: Modern and Playful: Bold colors, fun graphics, maybe a pixel art aesthetic. Retro-Cool: Think classic arcade style — chunky lettering, neon color inspiration. Sleek and Minimalist: Clean lines, geometric shapes, a more subtle nod to both themes. (The Gemini app) ✦

- Persona
- Task
- Context
- Format

✦ The Gemini app

Generate ideas for a creative and eye-catching logo for my new business, a coffee shop combined with a video game cafe. Generate a logo considering the following:
Dual Concept: The logo needs to clearly signal both the coffee and gaming aspects of the business without being too cluttered. Target Audience: Appeal to a wide rang...

✦ Sure!



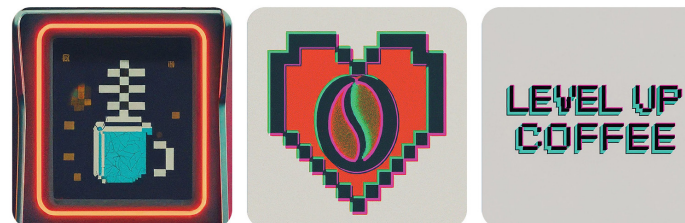
You like the retro-cool options. You continue your conversation and you type:

I like the retro-cool options. Can you provide three more in that same style? (The Gemini app) ✦

✦ The Gemini app

I like the retro-cool options. Can you provide three more in that same style?

✦ Sure!



Now that you have a sense of what the logo could look like, you want to brainstorm names. You type:

Write a tagline and 10 potential names for the business to go with these logos. (The Gemini app) ✦

◆ The Gemini app

Write a tagline and 10 potential names for the business to go with these logos.

◆ Certainly! Here are 3 taglines and 10 potential names for a gaming coffee cafe to go with the retro-cool aesthetic of the logos:

Taglines:

1. "Power Up Your Play. Fuel Your Fun."
2. "Game On. Coffee Strong."
3. "Where Pixels and Perks Collide."

Potential Names:

1. "The Pixel Perk"
2. "Cafe Arcade"
3. "The Controller & Cup"
4. "Joystick Java"

Example use cases

Brand Manager

NEW Use case: Develop brand strategy

You are working to refresh your company's brand architecture and messaging frameworks. To get started, you visit the Gemini app and type:

I am a brand manager at [company]. Help me define a clear and effective brand architecture for [company], considering its diverse products and service portfolio. For additional context, here is our current brand portfolio: [List all existing brands, products, and services]. Here is our company mission and vision: [Provide a brief overview of the company's mission and vision]. And these are our target audience(s): [describe target audience(s)]. Our desired brand positioning is [explain how the company wants to be perceived in the market]. (The Gemini app) ◆

NEW Use case: Brainstorm brand partnerships

You are working on a new brand campaign. You want to identify influencers or complementary brands you could partner with as part of the social amplification plan. You visit the Gemini app and type:

I am a [brand manager] at [company] working to launch a new campaign focused on [topic]. Identify potential types of influencers and complementary brands that [company] could partner with to amplify the [campaign] on social media channels. The goal is to reach a wide audience of [audiences], while building credibility and driving engagement. (The Gemini app) ◆

Use case: Conduct market research and identify trends

The landscape in your industry is rapidly changing, and you need to conduct market research to better identify and understand emerging trends. You go to The Gemini app, and you type:


I need to do market research on [industry] industry to identify new trends. Use [URLs] to uncover emerging trends and shifting consumer preferences. (The Gemini app) ♦

After completing your research, you and the team have new messaging that you want to A/B test. You want to generate multiple variations of ad copy using the Gemini app. You type:


I need to A/B test new messaging. Here is our messaging: [messaging]. Generate three different variations of ad copy. (The Gemini app) ♦

Use case: Create and manage content and distribution

A customer has exciting organizational changes underway. You need to create content to shape the brand narrative of the company as it enters its next era. You open a Google Doc to get started on a blog draft. You prompt Gemini in Docs by selecting **Help me write**. You type:


Create a blog draft announcing that [name] is joining [company] as [position]. [Share two or three details from their bio, such as their previous position and company, their involvement in professional organizations, etc.]. (Gemini in Docs) 

You also want a way to efficiently track how and where this content is amplified, so you open a Google Sheet. You prompt Gemini in the Sheets side panel. You type:


Create a project tracker for content amplification and include columns for channel, owner, URL, and priority level (low, medium, high). (Gemini in Sheets) 

Marketing Specialist

NEW Use case: Improve collaboration with customers, agencies, and teams

You are hosting a meeting discussing an upcoming project with multiple teams and an agency that will complete the project's design work. You use Gemini in Google Meet and select **Take notes with Gemini** so that all participants can give their undivided attention to the conversation. After the meeting, Gemini provides a summary of the discussion and pulls out action items to keep the team on track. (Gemini in Meet) 

From the generated Doc with call notes, you want to create a spreadsheet to help keep the team on track. You open a new Google Sheet and prompt Gemini in the Sheets side panel and tag relevant files by typing @file name. You type:

Generate a project tracker using the action items from @[Meeting Notes from Gemini].
(Gemini in Sheets) 

NEW Use case: Analyze social media trends and other data to reduce time to market

You want to analyze different data sources and collate findings to help you reduce your time to market. You open the Gemini app and type:

I am a [marketing specialist] at [company]. We are working on our [go to market] plans for [type of product]. Help me research social media trends around [topics]. Be specific about trending keywords, top influencer voices, and common themes in popular content. (The Gemini app) ♦

You verify Gemini's response by selecting the **Double-check response** option beneath Gemini's response.

Now, you want to review a report you've commissioned that surveyed customers from different industries. You continue your conversation with Gemini. You upload the relevant file and type:

Analyze the findings in this [report]. I am especially interested in any common themes about [topic] that stand out to you that will help me better position [marketing materials] for [product] for [target audience]. (The Gemini app) ♦

NEW Use case: Perform audience research and develop personas

You need to refresh your audience research and persona development as the team updates webpage copy, pitch decks, and other marketing assets. You brainstorm and research using the Gemini app. You type:

I am a marketing specialist focused on [area] at [company]. I need to conduct in-depth audience research so that I can develop convincing marketing artifacts for [personas]. To start, help me generate a comprehensive profile of [target audience]. Include core demographics and psychographics, online platforms they frequent, key pain points [product] could solve, and language and messaging that resonates with them. (The Gemini app) ♦

Digital Marketing Manager

NEW Use case: Create and optimize copy for search engine marketing (SEM)

You want to create a robust list of keywords and long-tail keywords and phrases to uncover new opportunities for SEM targeting. You go to the Gemini app and type:

I am a digital marketing manager at [company]. I am working on SEM ads for [product]. Here are my seed keywords: [list keywords]. Help me generate a list of additional keywords and long-tail keywords and phrases that can help me maximize ad performance. (The Gemini app) ✦

After you finish brainstorming your keywords list, you want to generate a few variations of ad copy. You type:


For my SEM campaign, use these keywords as inspiration to generate multiple ad copy variations with different headlines, descriptions, and calls to action for [product]. Use a [tone] tone in the copy. (The Gemini app) ✦

You want to further refine the text according to different audiences, so you type:


Do the same thing, except write new options for [audience], adjust the tone to be [tone] and focus the copy on highlighting [feature] of [product]. (The Gemini app) ✦

Use case: Draft customer acquisition communications

Email is one of your company's main channels of direct communication with prospects and customers. You want help getting started with copy for a new email campaign. You open a new Google Doc, and you prompt Gemini in Docs by selecting **Help me write**. You type:


Write three different email subject lines that reference [audience segments] and our [product]. Make them catchy but professional. (Gemini in Docs) 

Now you want to share the proposed email subject lines with the copywriting team. You open Gmail, and you select **Help me write**. You type:


Write an email proposing [suggested email subject lines] to the copywriting team. Keep the email short and simple and request feedback by the end of week. Thank them for their help. (Gemini in Gmail) 

Use case: Generate inbound marketing campaigns

The team created a new ebook on best practices for executives using our new solution. You're creating a landing page to house the gated asset, and you need engaging copy. You open a new Google Doc and select **Help me write**. You type:

Create compelling copy for a landing page promoting a new [ebook/webinar/free trial and details] designed for an executive target audience. Highlight key benefits and encourage conversions with persuasive calls to action. (Gemini in Docs) 


The webpage launched, and you're now running an inbound marketing campaign. You need to nurture the leads that downloaded your latest ebook. You open a new Google Doc, and you prompt Gemini in Docs by selecting **Help me write**. You type:

Generate copy for a sequence of five automated emails to nurture leads after they download the ebook on [topic]. Personalize emails and encourage further engagement [with other valuable resources or offers]. (Gemini in Docs) 

Content Marketing Manager


NEW Use case: Deliver personalized content to customers at scale

You want to create copy for a five-step email nurture cadence for your new product. You open a new Google Doc and prompt Gemini in the Docs side panel and tag relevant files by typing @file name. You type:

Create a 5-step nurture email cadence to [prospective customers] who have signed up for [our newsletter], with the goal of getting them to [purchase] [product] using @[Product Specific Notes] and @[Product FAQ]. (Gemini in Docs) 

NEW Use case: Create visuals for ad campaigns

You want to create visuals to help your creative agency better understand the team's direction for an upcoming campaign. You open a new Google Slide and prompt Gemini in Slides. You type:

Help me create inspirational images for a marketing campaign for [type of product]. Images should use [colors] and [natural elements, such as clouds]. Use a [photorealistic] style. (Gemini in Slides) 

Use case: Generate inspiration for your blog

You work for a travel company as the content marketing manager for the company's blog channel. You need to kick-start the brainstorming process for a new blog post. You decide to gather ideas by collaborating with the Gemini app. You type:

Suggest blog post topics that would be interesting for people passionate about travel and the tourism industry. Here's what I want you to focus on: Make the topics unique. There are lots of tourism blogs out there — let's come up with fresh angles that would stand out. Keep the topics relevant. Tap into current trends or recent challenges/innovations within the tourism industry when brainstorming. I'd like each topic to include:

Target audience: Who would this topic specifically appeal to?

Content outline: A few bullet points with the main ideas the blog post would discuss.


Call to action: Suggest one way to engage the reader at the end of the post. (The Gemini app) ♦

You love the initial ideas you were able to create. You also need to focus on generating creative imagery to accompany the copy in the blog. You type:


Create an image of a plane flying above the clouds over mountains and rivers during sunrise that I can use in the marketing campaign to promote my travel company. (The Gemini app) ♦

Use case: Create social media posts

You're focused on creating content that is optimized for social media channels. You need to gather ideas for content targeted to distinct audiences. You open a new Google Doc and prompt Gemini in Docs by selecting **Help me write**. You type:

Write three engaging social media posts about [product/service/topic] that would appeal to [target audience]. Keep each social media post to two sentences and include a call to action to visit [our website]. (Gemini in Docs) 

You also need to craft social media posts to drive registration for an upcoming event targeting recent grads. You open a new Google Doc and you prompt Gemini in Docs by selecting **Help me write**. You type:


Create a social media post promoting our upcoming [event name]. Include attention-grabbing language and relevant hashtags for [audience]. (Gemini in Docs) 

Use case: Create a strategic marketing plan

Your company is launching a new app. You need a robust marketing plan, but you want ideas to get started. You chat with the Gemini app. You type:

I'm developing a marketing plan for a new app that provides [functionality]. My target audience is [audience]. Help me create a plan with a focus on [marketing channels]. Here's what I'd like you to cover: competitor analysis, ideal marketing channel mix with rationale, budget recommendations, key messaging ideas, and proposed campaign timeline with KPIs. (The Gemini app) ✦

The responses from your chat are helpful in shaping your marketing plan. You need to get the high-level details to your chief marketing officer (CMO). You open Gmail and prompt Gemini in Gmail by selecting **Help me write**. You type:

Draft an email to the CMO telling them that I will provide a one-pager with a strategic marketing plan for the new app launch project by [date], and it will include an executive summary, overview of the competitive landscape, top marketing channels, and the target demographic for all South American markets.
(Gemini in Gmail) 

Project management

As the conductor of complex, ever-evolving projects, your mission is to navigate timelines, coordinate teams, and ensure your programs deliver the intended impact.

This section provides you with simple ways to integrate prompts in your daily tasks.



Getting started

First, review the general prompt-writing tips on page 2 and the Prompting 101 section at the beginning of this guide.

Each prompt below is presented with an accompanying scenario to serve as inspiration for how you can collaborate in Google Workspace with Gemini. The prompt iteration example shows how you could write follow-up prompts to build on the initial generated response.

Prompt iteration example

Use case: Generate user acceptance tests

Your team completed the registration form for a new website, and now you need to generate user acceptance tests (UATs). To start, you visit the Gemini app and type:

Create a table with 10 user acceptance tests (UAT) for the website registration form. (The Gemini app) ♦

- Persona
- Task
- Context
- Format

♦ The Gemini app

Create a table with 10 user acceptance tests (UAT) for the website registration form.

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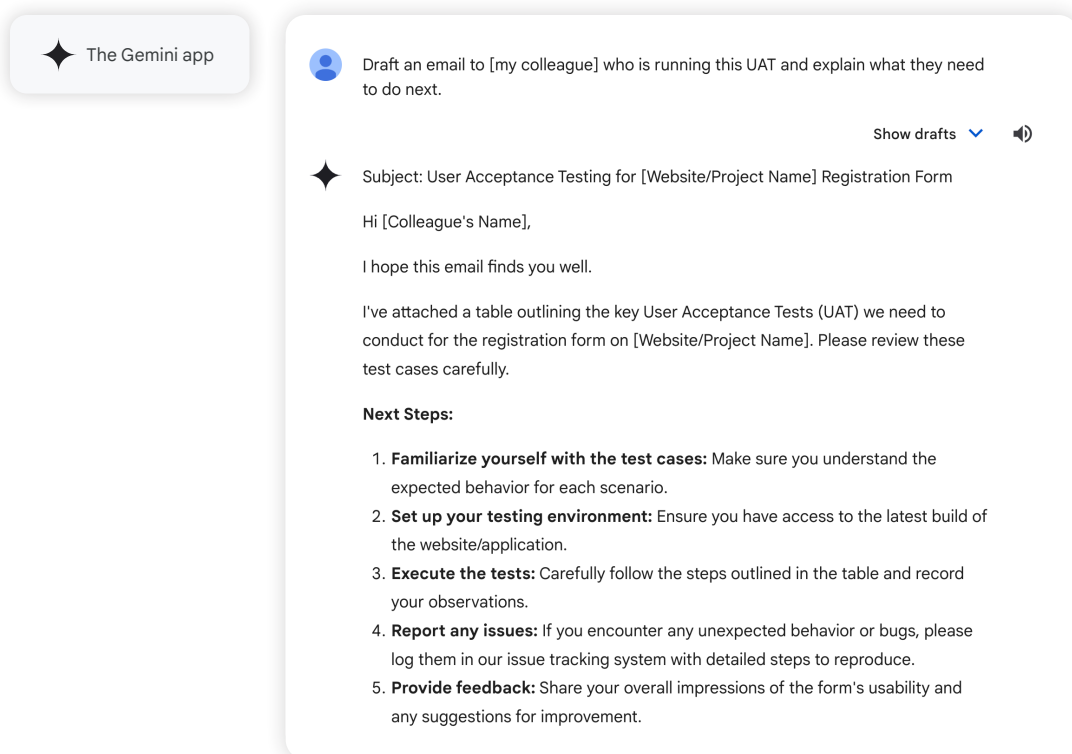
♦ Absolutely, let's outline some key UAT scenarios for the website registration form:

Test ID	Test Case Description	Expected Result
UAT-01	Valid Registration: User enters all required fields correctly with a strong password.	Successful registration, user is redirected to a confirmation/welcome page or logged in.
UAT-02	Invalid Email: User enters an invalid email format (e.g., missing @ symbol).	Error message displayed near the email field, highlighting the incorrect format.

You think the results are a helpful starting point, so you copy the results to a Google Sheet before drafting an email to your colleague who is running the UATs. You want to explain what they need to do. You continue your conversation with the Gemini app. You type:

Draft an email to [my colleague] who is running this UAT and explain what they need to do next.

(The Gemini app) ✦



The drafted email provides a helpful starting point, so you export the results to Gmail, and you make edits directly before sending the message to your colleague.

Example use cases

Project Manager

Use case: Report on project status

You just had a lengthy call with all of your project stakeholders, and now you want to summarize what was discussed and follow up with assigned action items. In the Google Doc with the meeting transcript, you prompt Gemini in Docs. You type:

Summarize this call transcript in a short paragraph. In bullet points, highlight the action items, decisions made, and owners for each item based off of [call transcript]. (Gemini in Docs) 📄

You need to update your manager based on the activity from the last call. You want to templatzize how your project status updates are delivered. You open a new Google Doc, and you prompt Gemini in Docs by selecting **Help me write**. You type:

Draft a project status update email template to send to my manager. Include sections for a summary of key accomplishments this week, any challenges faced, and the top three priorities for next week.

(Gemini in Docs) 

The team just hit its key milestones an entire week early. It's been a challenging project, so you want to gather everyone to celebrate together. You open Gmail and prompt Gemini in Gmail by selecting **Help me write**.


You type:

Write an invitation for a team lunch to celebrate the progress made on a project and include [date, time, and location]. Thank them for all of their hard work and acknowledge that this has been a challenging project.


(Gemini in Gmail) 

Use case: Create a project retrospective

You've just wrapped the project, and your senior leadership team needs a project retrospective. To kick-start the process of gathering feedback, you open a Google Doc and prompt Gemini in Docs by selecting **Help me write**. You type:


I need to write a report detailing the successes, failures, and lessons learned from [project]. Draft a list of 20 questions to guide a cross-team process investigation. Include questions to uncover what worked, what didn't, specific process breakdowns, technical issues, communication gaps, or any other potential contributing factors to the problem or success of the project. (Gemini in Docs) 

The questions give you a great starting place. You edit them before sharing with the team for their input. After you gather everyone's feedback, you want help structuring the report. You prompt Gemini in Docs by selecting **Help me write**. You type:


Summarize this document in two paragraphs. Include high-level information about the project's goals, the main contributors, the outcomes of the project, and any key successes or failures. (Gemini in Docs) 

Use case: Develop an issue tracker and related communications


You need to create a project issue tracker to keep track of risks and solve them in a timely manner. You want to create a template quickly, so you open a new Google Sheet and prompt Gemini in the Sheets side panel. You type:

Create a spreadsheet to track project issues, including descriptions, status, assigned owner, and action items for resolution. (Gemini in Sheets) 

Before the project fully kicks off, you want to have standardized communication templates at your disposal. For example, you want an email that can be used if an issue arises. You open a new Google Doc and prompt Gemini in Docs by selecting **Help me write**. You type:

Draft an email template to announce when an issue arises and include causes, solutions, and timelines to resolve it. (Gemini in Docs) 

You like the template that Gemini in Docs creates, and you want to create an additional, slightly different email template. In the same Google Doc, you prompt Gemini in Docs by selecting **Help me write**. You type:

Draft an email template to a stakeholder to escalate a critical project issue, outlining the impact and proposed solution. (Gemini in Docs) 

Technical Project Manager

NEW Use case: Create a workback schedule

You are the technical project manager for a software release. You already have the scope of the project documented. Now, you want to get started on building a workstream tracker and workback schedule. You go to the Gemini app and type:

I am a [technical project manager] at [company] overseeing [project and brief project description]. The project has the following scope: [scope]. Our project goals are: [project goals]. Our project deliverables are: [project deliverables]. Our budget is [budget], and our delivery date is [delivery date]. Help me create a workback schedule to keep the team on track. Include dates for key milestones and demos. (The Gemini app) ♦

Sales

Understanding your customers inside and out is your ticket to success. You're in charge of maintaining critical relationships, deciphering buying signals, crafting tailored solutions, driving revenue for the business, and more.

This section provides you with simple ways to integrate prompts in your daily tasks.



Getting started


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Prompt iteration example

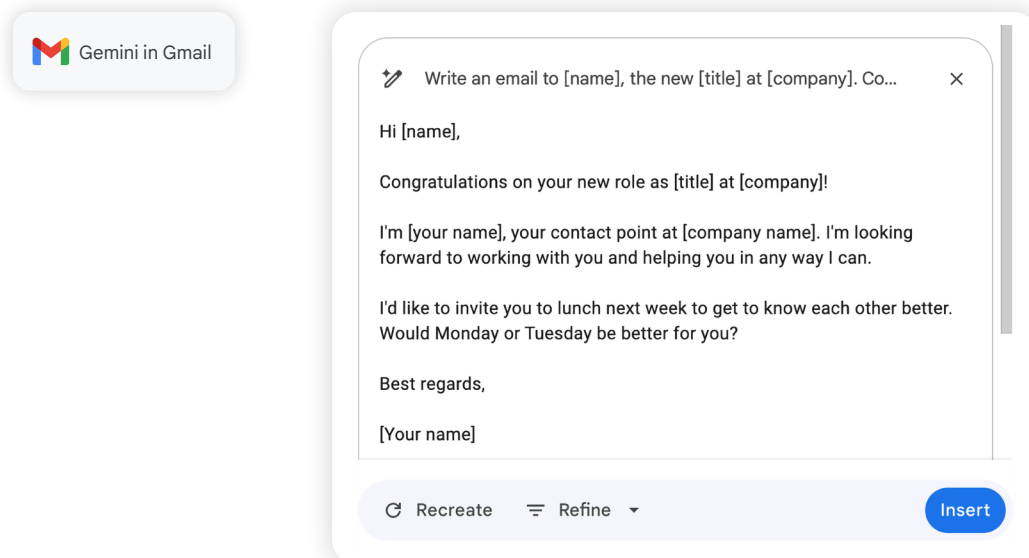
Use case: Conduct customer research

You're an account executive, and you've just been assigned to a new customer. You need a research assistant. You will need to get to know key contacts at the account to begin building trust between your teams, but first, you want to send an introductory email, so you open Gmail and prompt Gemini in Gmail by selecting **Help me write**. You type:

Write an email to [name], the new [title] at [company]. Congratulate them on their new role. Introduce me as their contact point at [company name]. Invite them to lunch next week and check if they prefer Monday or Tuesday. (Gemini in Gmail) 

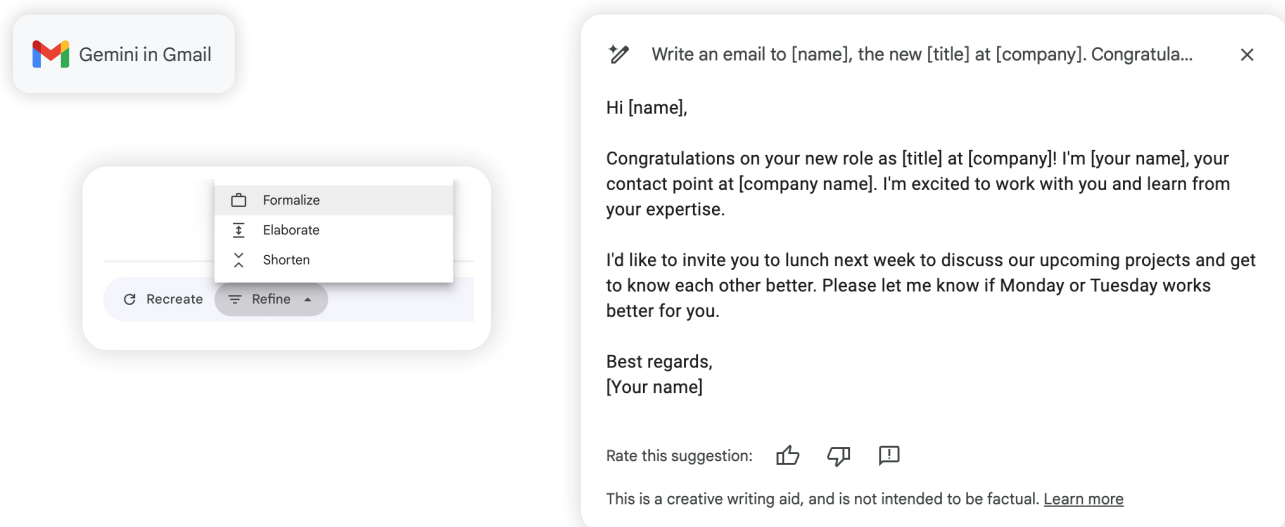
- **Persona**
- **Task**
- **Context**
- **Format**

Gemini in Gmail: [Drafts email]



This provides a helpful starting point, but you want to try getting an even better response. You click **Refine** and **Formalize**.


Gemini in Gmail: [Generates refined email suggestions]




You're happy with the email, so you click **Insert**. You read the message one last time, make final light edits directly, and then send the message. Now, you want to learn more about the customer and how it markets itself. To research, you visit the Gemini app and type:

I am an account executive in charge of a new account, [customer name]. I need to do initial research. What is the market strategy of [customer]? (The Gemini app) ♦

◆ The Gemini app

 I am an account executive in charge of a new account, [customer name]. I need to do initial research. What is the market strategy of [customer]?

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◆ Here's a breakdown of how to approach researching a new customer's market strategy:

Key Steps:

- 1. Gather Basic Company Information:**
 - **Company Website:** Explore their "About Us", "Products/Services", "News", and "Investor Relations" sections.
 - **Press Releases:** See recent announcements to understand their focus areas.
 - **LinkedIn Company Page:** Get insights into their employee base, recent hires, and overall company culture.
 - **Industry Reports:** Find relevant market research that covers their industry and competitors.
- 2. Identify Target Market and Customer Segmentation:**
 - **Website and Marketing Materials:** Look for clues about who they are targeting (demographics, interests, pain points).
 - **Social Media:** Analyze their followers and engagement to understand their audience.
 - **Customer Reviews and Testimonials:** See what their current customers are saying about them.

Gemini provides you with useful information to get started in your research. You continue your research by first focusing on news announcements. You gather a list of URLs, and you paste them into your conversation with the Gemini app. You type:

[URLs] Summarize these articles. Provide key insights and contextualize why these announcements are important. (The Gemini app) ◆


Now you have a clear summary of what was announced, why the news is important, and additional insights. Next, you want to better understand the executive who will be your main point of contact. You find a recorded interview featuring the executive. You paste the YouTube URL into your conversation with the Gemini app and type:

[YouTube URL] Summarize this interview and tell me more about [executive name]. What does [executive] care about? (The Gemini app) ◆

You continue the conversation with additional lines of questioning to build familiarity with your key contact and the account. You prompt:

Tell me how [company] can help [customer company] with achieving their goals. (The Gemini app) ◆

Once you wrap up your conversation, you export your results into a Google Doc. You open the Google Doc and prompt Gemini in Docs. You type:


Create an email draft for [customer] explaining why [your company] is the perfect partner for them to achieve their market goals. (Gemini in Docs) 

Example use cases

Customer Success Manager

NEW Use case: Map customer journeys


It's your first time onboarding a new customer, and you realize you could benefit from creating custom-tailored assets. You open a new Doc and prompt Gemini in the Docs side panel and tag relevant files by typing @file name. You type:

Create personalized onboarding materials for [customer]. Use @[Standard Onboarding Documents] and @[New Customer Migration Notes] to personalize the assets. (Gemini in Docs) 

Sales Manager

NEW Use case: Manage the request for proposal (RFP) process


You've just received an RFP, and you want to quickly ingest the request as part of your information gathering process. First, you want to do basic research on the company that issued the request. You visit the Gemini app and you type:

I just received an RFP from [company]. Before I dive into the RFP, I want your help in conducting research. Give me a business profile of the company including all of the basics (where they are located, what they provide for customers, who their target audience is, any recent news from the company). Be as detailed as possible as I want to see a full view of [the company]. (The Gemini app) 


Once you finish your research on the company, you want to summarize the RFP. You continue your conversation with Gemini. You type:

[URL or uploaded file] I am a sales manager at [company], and this is the RFP we've received from [company]. Summarize this content in a few paragraphs. What is the customer seeking, what is the budget, and when is a response due by? (The Gemini app) 

NEW Use case: Access information and tools on your phone while on the go


You are working remotely from your phone. From the mobile app, you open a thread in Gmail and select the Gemini chip to **Summarize this email**. Gemini quickly provides you with a summary of the back and forth so that you can focus on the most important points. (Gemini in Gmail) 

Now, you want to generate a response acknowledging the latest developments. You prompt Gemini in Gmail. You type:


Write a response to this email letting [them] know that I've received the message and will take [action] by [Friday]. (Gemini in Gmail) 

Use case: Develop customer relationships


Your annual conference is coming up, and your most important prospects will be there. You want to personally invite them to a happy hour. You open Gmail and prompt Gemini in Gmail by selecting **Help me write**. You type:

Write an email inviting people interested in [focus area] to our happy hour taking place on [date, time] at [trade show event]. Include that we specialize in [focus area]. (Gemini in Gmail) 

Now that the event is over, you want to follow up with customers who came to the happy hour. You open Gmail and prompt Gemini in Gmail by selecting **Help me write**. You type:


Draft an email thanking customers for their time at the happy hour on [date, time, location]. End with an invitation to continue the conversations in the next few weeks. Use a friendly tone. (Gemini in Gmail) 

You want to check in with the customers who attended workshops at the conference because their early feedback is important. You prompt Gemini in Docs. You type:

Draft 10 questions that I can use to survey customers about their recent experience with our [product/service]. Include questions to gauge how useful [the product] is, what they liked, and what they thought could use improvement. (Gemini in Docs) 

Use case: Support the sales team

You need to contact all of your team leads in the Southeast region to provide immediate guidance on how to proactively reach out to customers about an ongoing issue. You open Gmail and prompt Gemini in Gmail by selecting **Help me write**. You type:

Draft an email to all Southeast region sales leads. Inform them of [issues]. Advise them to communicate with their teams to contact their customers and offer a 20% discount on a future order as an apology. (Gemini in Gmail) 


Now, you need to email all of the regional team members. You open Gmail and prompt Gemini in Gmail by selecting **Help me write**. You type:

Draft an email to the regional sales representatives about an urgent meeting that needs to take place next week about the [issues]. Ask them to provide availability on Monday or Tuesday. (Gemini in Gmail) 


Use case: Coach and train the sales team

You've heard from many team members that they want more learning opportunities. You're organizing a half-day learning program to support this request. You need to create a schedule, so you open a new Google Doc and

prompt Gemini in Docs by selecting **Help me write**. You type:


Create a half-day agenda for an educational session on our latest technology [products] for sales teams. Include time for the product development team to present and include time for lunch. (Gemini in Docs) 

As a follow up to the team meeting, you want to highlight different learning opportunities available. You open Google Sheets and prompt Gemini in the Sheets side panel. You type:


Create a spreadsheet that tracks online courses for sellers. Include columns for the course's main topic, price, duration, and priority level. (Gemini in Sheets) 

Account Manager and Account Executive


NEW Use case: Improve collaboration and execution by customizing sales materials

You are having an important meeting with a customer. From Google Meet, you turn on **Transcription** and activate Gemini in Meet by selecting **Take notes with Gemini**. The transcript provides an unedited Doc of what was said. The **Take notes with Gemini** file will generate notes recapping the meeting, important topics discussed, and action items. Now, you can fully engage with the customer conversation. (Gemini in Meet) 


After the call, you want to send a recap message to the customer. You open a new message and prompt Gemini in the Gmail side panel and tag relevant files by typing @file name. You type:

Write a message to [customer] thanking them for their time at our last [meeting]. Provide a quick summary of the meeting and acknowledge any pain points discussed. Ask for additional time to discuss our [solution] using @[Customer Meeting Gemini Notes]. (Gemini in Gmail) 

In preparation for your next meeting, you want to use the transcript and your existing sales materials to generate a customized asset that showcases how your company's product solves the customer's pain points mentioned during the call. To do this, you open a new Doc and prompt Gemini in the Docs side panel and tag relevant files by typing @file name. You type:


I am an [account manager] and I just finished a call with [customer]. I want to summarize the [pain points] mentioned by [customer] during our last meeting. Provide a list of direct quotes from @[Customer Call Transcript] where [customer] discusses what they are trying to solve. (Gemini in Docs) 

You read through the summary of pain points and see that they capture what was discussed. You click **Insert** from the side panel. Then, you want to use your existing files to generate custom responses to each of their pain points. You prompt Gemini in the Docs side panel again and tag relevant files. You type:


I need to create convincing reasons why [customer] should adopt [product] to solve for [their pain points]. Write specific reasons why [product] from [company] could help them achieve their [business goals] using @[Product Sales Kit Full Assets]. (Gemini in Docs) 

Use case: Build customer relationships

You just had a great call with a customer and now you want to use the notes you took from the meeting in Google Docs to draft an email to the customer. In the Google Doc with your notes, you prompt Gemini in Docs by selecting **Help me write**. You type:


Compose a personalized follow-up email to [client] following an initial conversation. Summarize the key points we discussed and address any outstanding questions. (Gemini in Docs) 

The account has just adopted one of the company's service offerings and you need to ensure that they feel supported during the onboarding process. You want to make sure you check in on how things are progressing once a week, but you want to explore what the emails could look like. You open a new Google Doc and prompt Gemini in Docs by selecting **Help me write**. You type:


Draft four email templates to check in on my customer weekly now that they have purchased our new [service]. Use one value proposition (cost, ease of use, security, availability, and customization) as the main topic for each email, and include [call to action] in each message. (Gemini in Docs) 

Use case: Prepare for new customer calls

You have an upcoming call with a prospect. This is a brand new use case for you, and you need help preparing for the call. You visit the Gemini app, and you type:

Draft a customized script for me to follow during my sales call with a prospect. The call will happen over a video call and is set to last 30 minutes. Make sure to add the following in the script: how [company products/solutions] can help address potential customer's pain points, how [company]'s delivery system guarantees seamless and timely delivery, competitive pricing and volume-discount table, and space for a customer reference in the [customer's industry] industry. (The Gemini app) 

Now that you've done initial research, you export your findings to a new Google Doc. You open the Google Doc and continue working. Now, you want to create a tailored pitch. Using the Google Doc with all of your research notes, you prompt Gemini in Docs by selecting **Help me write**. You type:

Generate an elevator pitch for [product name] and include key benefits, competitive points of differentiation, and the pain points that [product name] solves for. (Gemini in Docs) 

You have a great start to your elevator pitch and short talking points. You want to use this to further anticipate how the customer call might go. You resume your meeting preparation by returning to the Gemini app.

You type:

I have an upcoming call with a prospect. [Use case] is a new use case for me, and I need help preparing for the call. List the most likely objections [customer] might have for me during a sales call, with suggestions on how to respond to them. I work in [industry], and I am trying to sell [product]. Also provide ideas on how to handle objections and suggest ways to respond. (The Gemini app) ✦

Business Development Manager

Use case: Nurture relationships, personalized outreach, and thought leadership

You're hoping to build deeper relationships with prospective customers that you recently met. You want to draft a template that you can customize for multiple contacts. You open a new Google Doc, and you prompt Gemini in Docs. You type:


Draft an outreach email template to industry influencers. Express gratitude that we connected at [event], and propose collaboration opportunities such as [opportunities]. (Gemini in Docs) 

After having a successful call with prospective customers, you want to follow up with thought leadership content from your founder that they may find interesting. You open the Google Doc with the blog post, and prompt Gemini in Docs by selecting **Help me write**. You type:


Summarize this blog content in bullet points and generate three ideas for follow-up questions I can ask my customers about their thoughts. (Gemini in Docs) 

Use case: Generate personalized customer appreciation materials

You want to personally thank your customers and check in. You open Gmail and prompt Gemini in Gmail by selecting **Help me write**. You type:

Generate a personalized email for [customer] on their one-month anniversary working with [company]. Thank them for being a customer. Ask them if they have any questions. Include information about [other product]. (Gemini in Gmail) 

You also want to send these customers a gift to thank them. You open a Google Sheet and prompt Gemini in the Sheets side panel. You type:

Give me a list of gifts to send new clients that are under \$200 and can be shipped to offices. (Gemini in Sheets) 

Small business owners and entrepreneurs

As the owner of a business, getting the most out of your working hours is critical when you're juggling multiple roles and responsibilities. Understanding your market, delivering for your customers, and staying on top of many competing priorities is critical.



This section introduces you to AI prompts designed to simplify complex choices with AI data analysis, streamline your email inbox, and help you stand out with creative marketing tactics. Discover how Google Workspace with Gemini can help you unlock deep insights, foster collaboration, and help propel your company to new heights.

Getting started


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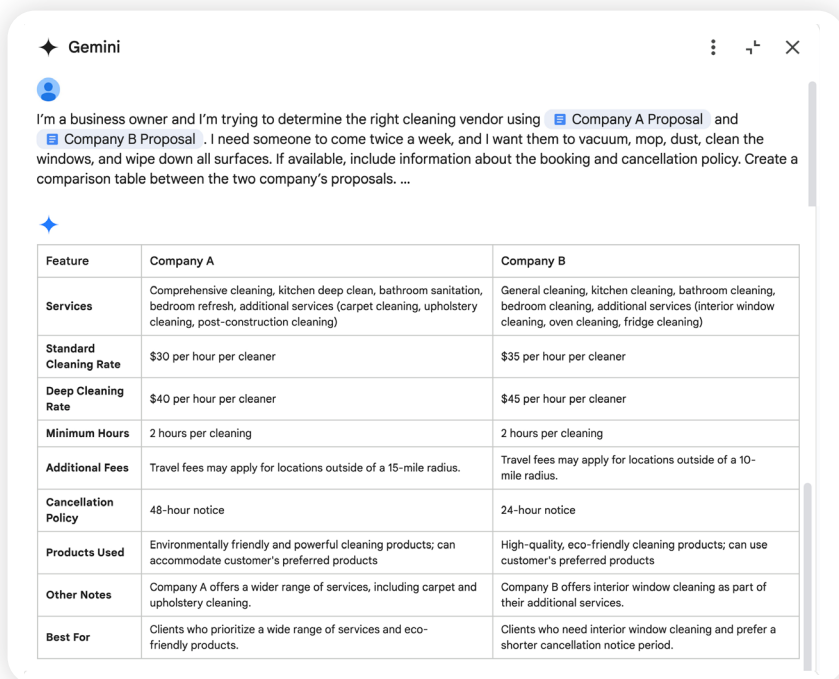
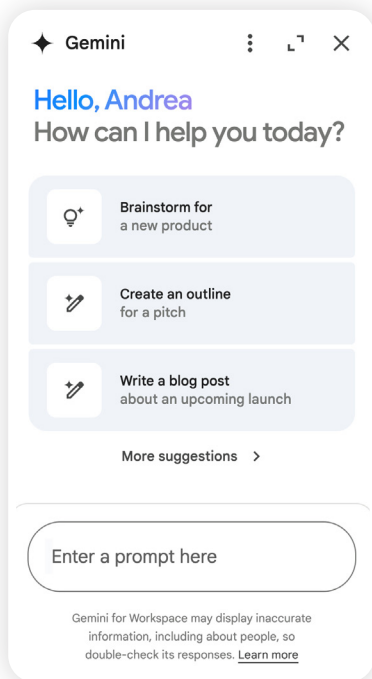
Prompt iteration example

Use case: Create pricing comparison

You are the owner of a local spa. You are evaluating offers you've received from two different cleaning companies. You want to find a company with the right price, flexibility, and level of service. You open a new Doc and prompt Gemini in the Docs side panel and tag relevant files by typing @file name in your prompt. You type:

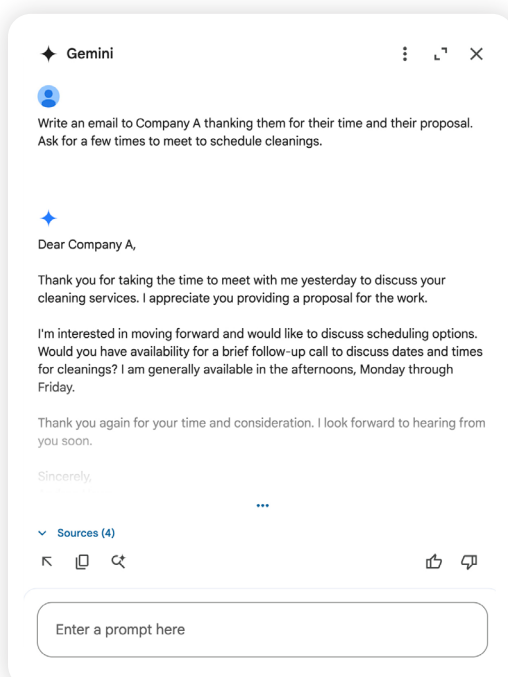
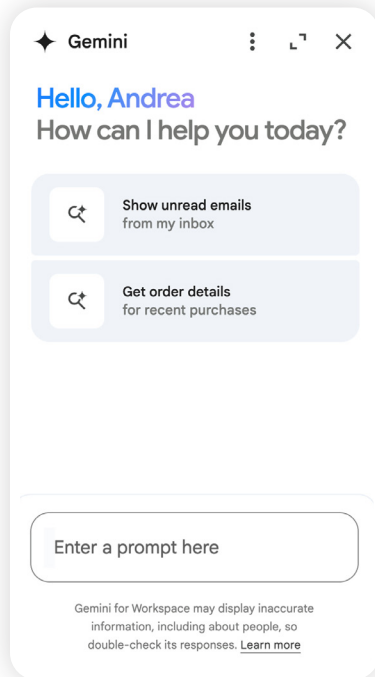
I'm a business owner and I'm trying to determine the right cleaning vendor using @[Company A Proposal] and @[Company B Proposal]. I need someone to come twice a week, and I want them to vacuum, mop, dust, clean the windows, and wipe down all surfaces. If available, include information about the booking and cancellation policy. Create a comparison table between the two companies' proposals. (Gemini in Docs) 

- Persona
- Task
- Context
- Format



Gemini returns a formatted table comparing the two proposals. After you make your decision, you go to your email and prompt Gemini in the Gmail side panel. You type:


Write an email to Company A thanking them for their time and their proposal. Ask for a few times to meet to schedule cleanings. (Gemini in Gmail)



Example use cases

Owner

Use case: Enhance personal productivity

You have many important email messages to catch up on. You open your email and select an important thread. You open Gemini in the Gmail side panel, and it automatically summarizes the content. (Gemini in Gmail) 

Use case: Brainstorm and generate marketing content

As the business owner, you are also responsible for marketing your services via your social channels, your email-based newsletter, and email marketing. You aren't sure where to start, so you chat with the Gemini app. You type:

I own a [type of business] in [location]. I am working on marketing materials to advertise [event/sale] on [services]. I want to focus on using this sale to bring in repeat customers who haven't purchased in a while and new customers alike. I want the social posts to feel [inspirational] and [fun]. Suggest some social copy I can use on [social platform] with relevant hashtags, suggested newsletter copy, and two email drafts (one for existing customers and one for new customers). (The Gemini app) ♦

You like the suggestions Gemini provided, so you select **Share & export** and **Export to Docs**. You want to continue your brainstorm, so you ask Gemini:

What are some other effective [event/sale] tactics I can use to bring in new customers? I don't always want to offer discounts. Are there other incentives I am overlooking? (The Gemini app) ♦

You continue your conversation with Gemini and are able to create a solid list of marketing tactics to try.

Use case: Develop a competitive analysis

You started a company, and your online business is gaining traction. You have always dreamed of opening a brick-and-mortar store, and now might be the perfect time. You want a thought partner to help you better understand the current landscape. You open the Gemini app, and you type:

I am an online business owner. I am considering opening a brick-and-mortar store. Conduct an analysis into the competitive landscape focusing on [focus area]. Provide the strengths and weaknesses of [key competitors] in this area, including their specific strategies, tactics, and results. Identify actionable insights and recommendations for how [my company] can improve its approach and gain a competitive advantage. (The Gemini app) ♦


You gathered useful information from your discussion with the Gemini app. You want to go deeper in your brainstorming around two competitors in particular. You type:

Generate a competitive analysis of [company] versus [competitor] within the current market landscape. (The Gemini app) ✦


You select **Share & export** and **Export to Docs**.

Use case: Conduct fundraising and investor relations

You're ready to reach out to potential investors to make your brick-and-mortar store a reality. You want help getting started on an email to investors, so in the same Google Doc with your competitive analysis research, you prompt Gemini in Docs. You type:


Draft a personalized email template to potential investors, highlighting [company's] unique value proposition and recent progress on [initiatives]. Request a time to meet to discuss opportunities to collaborate in the next month. (Gemini in Docs) 

The email template gives you a starting place. You tweak the draft and continue to add a few personal touches before sending the email to the potential investors. After a successful meeting with them a month later, you want to draft a thank you message. You open your Google Doc with the meeting transcript and notes. You prompt Gemini in Docs to help you write an email draft. You type:


Draft an email thanking a potential investor for the call and ask for time to schedule a follow-up meeting to address [questions and concerns]. (Gemini in Docs) 

Use case: Manage time off policies and tracking

You have a lengthy handbook detailing all of your company's policies and procedures. You want to make the time-off request policy easily digestible for new hires. You open the Google Doc with the handbook. You prompt Gemini in Docs by selecting **Help me write**. You type:

Generate a step-by-step checklist summarizing the company's time-off request policy. Ensure it is written in plain language and easy for employees to understand. (Gemini in Docs) 

You need a quick way to track staffing each week because many of your employees are shift-based. You open Gemini in the Sheets side panel. You type:

Create a table that tracks weekly staffing. Create columns for date, name, shift (AM or PM), and notes. (Gemini in Sheets) 

Startup leaders

You thrive in fast-paced, dynamic environments where you can wear many hats and make a tangible impact. You're driven by a passion for innovation, a desire to learn and grow, and a tolerance for risk. Your work is unique in its variety, its potential for high reward, and its direct connection to the company's success. You're not just executing tasks; you're building something from the ground up, shaping the future of your company, and potentially disrupting entire industries.



Google Workspace with Gemini can help you redefine productivity and foster meaningful connections with investors, customers, and coworkers. This section provides practical prompts and real-world use cases designed specifically for you and your team. Learning to write effective prompts with Google Workspace with Gemini will help improve your productivity and streamline your everyday tasks, giving you more time to focus on strategic work.

Getting started

First, review the general prompt-writing tips on page 2 and the Prompting 101 section at the beginning of this guide.

Each prompt below is presented with an accompanying scenario to serve as inspiration for how you can collaborate in Google Workspace with Gemini. The prompt iteration example shows how you could write follow-up prompts to build on the initial generated response.

Prompt iteration example

Use case: Brainstorm business and strategy

You just had a productive planning and strategy brainstorming session with colleagues and you took many notes physically on a whiteboard. You snap a quick image with your phone and upload it directly to the Gemini app. You type:

I am a founder at a startup focused on [industry]. I was brainstorming with colleagues about [topic], and we took notes on this whiteboard. Turn these notes into text. (The Gemini app) ♦

• Persona • Task • Context • Format

◆ The Gemini app



I am a founder at a startup focused on popular literature. I was brainstorming with colleagues about books people are currently reading, and we took notes on this whiteboard. Turn these notes into text.



Show drafts ▾ 🔊



Certainly, here is the text from the whiteboard, capturing the list of books people are currently reading:

What are you currently reading?

(Be specific!)

Now you want to proactively continue brainstorming before you recap all of the ideas and notes for the group in a follow-up email. You continue the conversation and type:

Suggest follow-up items we could discuss for our [topic of brainstorm session]. What was not covered that could have been, and what are we potentially missing? (The Gemini app) ◆

◆ The Gemini app



Suggest follow-up items we could discuss for our brainstorm session on current popular literature. What was not covered that could have been, and what are we potentially missing?

Show drafts ▾ 🔊



Here are some follow-up items we could discuss in our brainstorm session on current popular literature, considering what wasn't covered and what we might be missing:

Potential Gaps and Follow-up Questions


• **Genre & Theme Deep Dive**

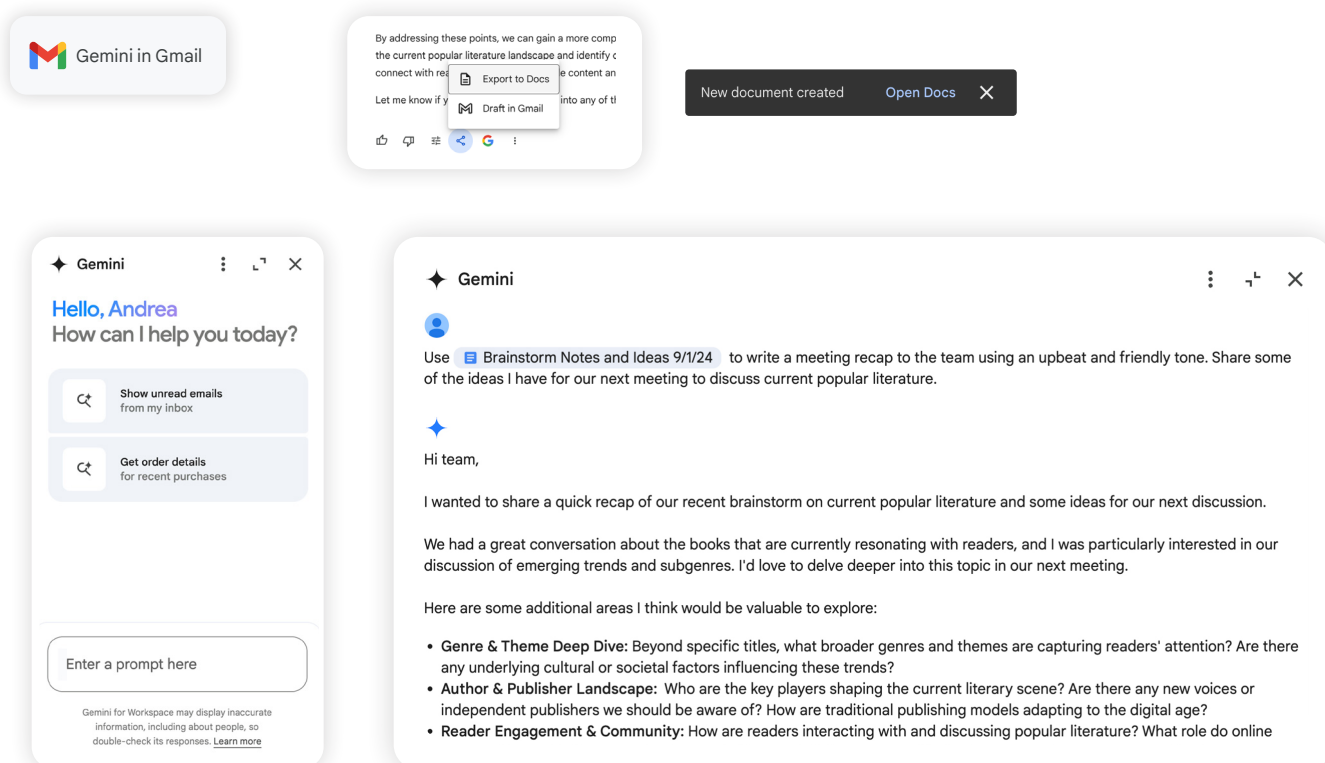
- Beyond the listed titles, what broader genres or themes are currently resonating with readers? (e.g., dystopian fiction, climate fiction, social justice narratives)
- Are there any emerging trends or subgenres gaining popularity?
- What are the underlying cultural or societal factors driving interest in these genres/themes?

• **Author & Publisher Landscape:**

- Who are the influential authors and publishers shaping the current literary scene?

You save all of your notes by clicking **Share & export** and **Export to Docs**. You are ready to send the recap message to the team, so you open your email and prompt Gemini in the Gmail side panel and tag the relevant file of notes by typing @file name. You type:

Use @[Brainstorm Notes and Ideas 9/1/24] to write a meeting recap to the team using an upbeat and friendly tone. Share some of the ideas I have for our next meeting to discuss [topic]. (Gemini in Gmail) 



Example use cases

Founder

Use case: Create an elevator pitch (speech to text)

You're scheduled to present to a group of prospective investors. This will be your first time discussing your business with this audience. You need to work on your elevator pitch, so you chat with the Gemini app using your voice to prompt. You select the microphone icon and say:

I'm the founder of [startup] in [industry], and I need help creating a short elevator pitch for [company and product description]. I need to make the pitch relevant to [audience] and I want to especially highlight [key features of product] because I want them to [take this action]. Include a compelling hook and anticipate questions an investor might have. Make the tone professional but relaxed and confident. (The Gemini app) ✦

Use case: Develop your personal brand

As your company grows, you're working on increasing your social media presence, so you want to define and hone your personal brand. To brainstorm, you turn to the Gemini app. You type:


Help me grow my personal brand. I am the founder of [a startup] in [industry]. I am passionate about [topics]. I want to inspire [audience] with business tips and lessons I've learned from starting my own company. My goals are to build a following so that I can [generate more media] for the business. What are some ideas you have for how to accomplish this? (The Gemini app) ✦

Gemini returns insights into how you can begin to build messaging and content that aligns to your personal brand and that can help you achieve your goals.


Head of Operations

Use case: Communicate and negotiate with vendors

You've received a quote from two different manufacturers to create packaging for the company's new product. You want to compare and contrast the offers before you negotiate. You open a new Doc and prompt Gemini in the Docs side panel and reference relevant files by typing @file name. You type:

I need to make a vendor decision for packaging manufacturing. Create a table that compares the two proposals I've received @[Company A's Proposal] and @[Company B's Proposal]. (Gemini in Docs) 

Gemini creates a table comparing the two different proposals. You make a decision, but now you want to see if you can negotiate with your preferred vendor. You go to your inbox and start a new email draft. You prompt Gemini in the Gmail side panel. You type:

Create an email draft to [selected vendor] telling them that I've decided to move forward with them as the [packaging] vendor, but I would like to negotiate [a bulk pricing discount]. Use a collaborative tone. (Gemini in Gmail) 

Gemini in Gmail returns a drafted message that is ready to send. You select **Insert** and send the email.

Use case: Plan and track budgets

You're in planning mode and you first want to understand where previous years' budgets were spent. You have all of this data in a Sheet. You decide to chat with the Gemini app. You upload the Sheet and prompt Gemini by typing:

Using the attached spreadsheet, identify trends and patterns in our expenses by category over the last three years. Identify areas where costs have increased significantly and investigate potential reasons. (The Gemini app) ✦

Gemini returns a response that helps inform your budget proposal for next year.

Head of Product

Use case: Develop a product launch plan

Your team is creating a new product, and you want to conduct research to inform your launch plan in collaboration with the marketing team. Using Gemini, you want to simulate different launch scenarios based on factors like pricing, marketing strategies, and target audience. You go to the Gemini app to conduct research and type:

I am head of product at [startup] in [industry] industry. We are building a product launch plan for [product]. I want to brainstorm a few different scenarios. We are considering offering the [product] at two different price points [A and B] and we are considering launching in [December or January]. Provide pros and cons of each scenario and suggest different ideas we may not have considered. (The Gemini app) ♦

You want to continue market research brainstorming. You type:

How do these prices compare to [competitor products'] prices? Detail what pricing strategies [competitors] use for [products], and list any common tactics they use (such as free trials, discounts, etc.). Summarize how they position the product to [audience]. Cite your sources. (The Gemini app) ♦

Your research helps you refine your pricing structure and go-to-market strategy for your most important target audience.

Use case: Develop product strategy and roadmap

You want to refine your product strategy and roadmap. You've collected user feedback in a spreadsheet, and you want to clean it up so that it is ready for deeper analysis. You chat with the Gemini app and upload a file. You type:

Help me clean my [user feedback] survey spreadsheet. Specifically, fill any blank values in the name column with "Anonymous," then if the [recommend] column shows [Yes], replace that with [Y]. Finally, remove any rows where the satisfaction column is blank. Please generate a new file for me with my cleaned data. (The Gemini app) ♦

Gemini returns a clean file for you to conduct deeper analysis on, and from this file, you notice a few trends. You have alignment from the team on features to address recurring user feedback, and now you want to build a high-level roadmap that you can use as a starting point. You continue your conversation with the Gemini app. You type:

I am head of product at [startup] in the [industry] industry. We are adding [features] to our [product] to address recurring user feedback, including [feedback trends]. Build a high-level roadmap that will keep us on track for a Q4 delivery. Put it in a table format. (The Gemini app) ♦

Gemini returns a helpful starting point. You want to save the work so you click **Export to Docs**.

Leveling up your prompt writing

This guide is meant to serve as inspiration, and the possibilities are nearly endless with Google Workspace with Gemini. Build on your prompt-writing skills using these tips.

- **Break it up.** If you want Google Workspace with Gemini to perform several related tasks, break them into separate prompts.
- **Give constraints.** To generate specific results, include details in your prompt such as character count limits or the number of options you'd like to generate.
- **Assign a role.** To encourage creativity, assign a role. You can do this by starting your prompt with language like: "You are the head of a creative department for a leading advertising agency ..."
- **Ask for feedback.** In your conversation with the Gemini app, tell it that you're giving it a project, include all the relevant details, and then describe the output you want. Continue the conversation by asking questions like, "What questions do you have for me that would help you provide the best output?"
- **Consider tone.** Tailor your prompts to suit your intended audience. Ask for outputs to have a specific tone, such as formal, informal, technical, creative, or casual.
- **Say it another way.** Fine-tune your prompts if the results don't meet your expectations or if you believe there's room for improvement. An iterative process of review and refinement often yields better results.

Generative AI and all of its possibilities are exciting, but it's still new. Even though our models are getting better every day, prompts can sometimes have unpredictable responses.

Before putting an output from Google Workspace with Gemini into action, review it to ensure clarity, relevance, and accuracy. And of course, keep the most important thing in mind: Generative AI is meant to help humans, but the final output is yours.

The example prompts in this guide are meant for illustrative purposes.

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Happy prompting!

Google Workspace with  Gemini